The State University of New York, Korea
Department of Business Management
BUS 358: Marketing Research

Fall 2022

Time: M W 15:30 – 16:50   Room: B207   Class #: 95638

Instructor: Noelle M. Chung
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                  Office hours: M W 17:00 – 18:00 or by appointment

Required Text: Essentials of Marketing Research, (Ed. 6), by Barry J. Babin and William
                  G. Zikmund

Course Description

This course is designed to introduce you to the concepts, methods, and applications of marketing research. The role of marketing research in the business world is to help marketing managers make informed decisions regarding the marketing mix variables. The various concepts and techniques you learn in this class will help you develop and conduct marketing research projects and implement findings in order to improve marketing practices. This course has an applied orientation; therefore, you will be expected to participate in discussions of class materials. The course objectives will be met through a combination of class lectures, discussions, in-class exercises, assignments, and a term project (writing a research proposal).

Learning Objectives

This course is designed to help you learn how to plan and to implement a marketing research project. Upon successful completion of this class, students will have a working knowledge of the following.

- To understand how to develop a marketing research project
- To design research to fit a variety of marketing problems
- To learn how to analyze marketing data using a statistical software package.
- To interpret statistics and to make judgments about data
- To learn more about marketing and consumer behavior by conducting research

Grading

Your course grade will be determined by performance on four components: your assignments, a term project (writing a research proposal), exams, and your participation in class. The specific breakdown is as follows:

Data Analysis Assignments	200 points (100 pts for each)
Term project	
- Written proposal	200 points
- Oral presentation	100 points
Midterm	100 points
Final exam	200 points
Participation (ex. In-class Exercises)	200 points
TOTAL	**1,000 POINTS**

Note: There is **no option to do an "extra credit" project or assignment**. There is **no option to "re-do" an assignment, or a project**. Your points will then be calculated as a percentage. Your final grade will be calculated as follows:

97% - 100%	A+	80% - 82.99%	B-
93% - 96.99%	A	77% - 79.99%	C+
90% - 92.99%	A-	70% - 76.99%	C
87% - 89.99%	B+	60% - 69.99%	D
83% - 86.99%	B	Below 60%	E

Assignments. There are proposal assignments and data analysis assignments which are designed to help students reflect on what they are learning and identify anything they may be confused about. Proposal assignments will *not* be graded, but you are strongly encouraged to submit them on time. It will help you stay on track. Data analysis assignments will be announced and explained in class. The instructions will outline the information you need to submit.

Term Project. As a term project, you will write a research proposal as a "marketing consultant."

Format. A general guideline for a research proposal is about 3 pages (double-spaced, not 1 ½, 12 font). Do not exceed the maximum of 4 pages in total, excluding your appendix and reference pages. Please number the pages. Strive to be thorough yet concise. You may find that you are able to deliver your research idea in fewer than 4 pages, which is completely fine. An ability to clearly communicate through writing is critical in the business world. I will grade your proposal on professional presentation, which includes grammar and spelling. Make sure that writing styles are consistent throughout the proposal.

Timeliness. One full grade will be deducted each day the research proposal is late. The first grade will be deducted if the proposal is not turned in by the due.

Sources. Please get your information from a variety of sources. It is very important to include citations for every point that you mention in your report. Without citations, I don't know if the information is from a particular source, or your own thoughts. **Please be careful not to plagiarize. Copying and pasting text from the internet and turning it in as your own work is grounds for a failing grade.** If you are copying directly from something (a website, article, etc.), it must be in quotes, with proper citation of your source.

Presentation. In addition to the written proposal, each student will give **one oral presentation** at the end of the semester. You, as a "marketing consultant" will deliver the presentation to the balance of the class—who will represent the firm that may employ your consultative expertise.

Your **presentation** of a research proposal should be 7 minutes, plus 3 minutes for questions. It should provide a brief overview of your research proposal. Your presentation will be evaluated on style and creativity in delivery. <u>Don't just read your script</u>. Be creative, but always be professional. If there are any questions on what this means for your presentation, please ask me before presenting.

Exams. The exams will consist of multiple-choice questions, with the possible inclusion of some short-answers and data analysis questions (to examine your data analysis skills). There will be one midterm, in addition to the final exam, which will be comprehensive. I will guide you carefully on study for these exams. Class policy is no rescheduling of exams.

Class Participation. Students are expected to attend ALL class meetings and PARTICIPATE in class discussions. A portion of your class participation grade will come from the *quality* and *quantity* of your contributions. The idea is to add intellectually rich comments to the class discussion. Some students may err on the side of thinking too much and saying nothing, while others err on the side of thinking too little and talking too much. Simply showing up for class is not enough to earn full participation credits. Successful submission of in-class exercises will be considered to be a portion of your class participation.

Schedule of Classes and Assignments

Week	Date	Topic / Task	Text
1	8/29	Course Overview	Ch. 1-2
	8/31	The Role of Marketing Research	
2	9/5	The Marketing Research Process 1/2	Ch. 3-4
	9/7	The Marketing Research Process 2/2 Ethical Issues	
3	9/12	No Class (Chuseok; Korean Thanksgiving)	
	9/14	Qualitative Research • Proposal Assignment #1 (Research Question(s)) due (15:29)	Ch. 5
4	9/19	Secondary Data Research	Ch. 6
	9/21	Survey Research and Observation	Ch. 7-8
5	9/26	Experiments	Ch. 9
	9/28	Wrap-up and Review for Midterm 1 • Proposal Assignment #2: (Key Paper(s)) due (15:29)	
6	10/4	Exam 1	
	10/5	Measurement and Scaling • Proposal Assignment #3: (Research Method) due (15:29)	Ch. 10

7	10/10	No Class (Substitute of Hangul Day)	
	10/12	Questionnaire Design • Proposal Assignment #4: (Constructs and Box-and-Arrow Diagram) due (15:29)	Ch. 11
8	10/17	Sampling Procedures • Proposal Assignment #5: (Variables) due (15:29)	Ch. 12
	10/19	Introduction to Data Preparation and Description, and Fundamental Analysis (*laptop needed*) 1/2	Ch. 13
9	10/24	Introduction to Data Preparation and Description, Fundamental Analysis (*laptop needed*) 2/2 • Proposal Assignment #6: Sample and Measures due (15:29) • In-Class Exercise 1	
	10/26	Data Analysis I – Frequency Distribution, Cross-Tabulation, Hypotheses testing (*laptop needed*) **½** • In-Class Exercise 2	Ch. 14
10	10/31	Data Analysis I – Frequency Distribution, Cross-Tabulation, Hypotheses testing (*laptop needed*) 2/2 • In-Class Exercise 3	
	11/2	*Data Analysis Assignment #1* • Data Analysis Assignment #1 due (15:29)	
11	11/7	Data Analysis II – Testing Differences 1/2 and 2/2 • In-Class Exercise 4	Ch. 15
	11/9	Data Analysis II – Testing Differences 1/2 and 2/2 • In-Class Exercise 5	
12	11/14	Data Analysis III – Correlation • In-Class Exercise 6	Ch. 16
	11/16	Data Analysis IV – Regression • In-Class Exercise 7	
13	11/21	*Data Analysis Assignment #2* • Data Analysis Assignment #2 due (15:29)	
	11/23	Communicating research results	Ch. 16
14	11/28	Proposal Working Day	
	11/30	Proposal Presentations 1/2 • Written proposal and presentation slides submission due: 12/4, 23:59	
15	12/5	Proposal Presentations 2/2	
	12/7	Review for Final	
16	12/12	Final (*laptop needed*)	