



THE UNIVERSITY OF TEXAS AT TYLER  
Soules College of Business



Fall 2019

**MARK 4380.001 Marketing Research**  
**Category Management Certified Course**

COB 251 | T/TH 9:30 am – 10:50 am

**INSTRUCTOR INFORMATION**

Name: Dr. Kay Byun (PhD, MBA, MA)  
Office: COB 350.43  
e-mail: [kbyun@uttyler.edu](mailto:kbyun@uttyler.edu) (*primary*)  
Office Hours: T/Th 12:30 pm – 1:30 pm | Wed 1 – 3 pm

**COURSE INFORMATION**

**Course Description**

This course provides knowledge on scientific marketing research methods with an emphasis on collection, analysis, and interpretation of data in order to build students' ability to solve marketing problems.

**Course Objectives / Expected Learning Outcomes**

Upon completion of this course, each student should be able to:

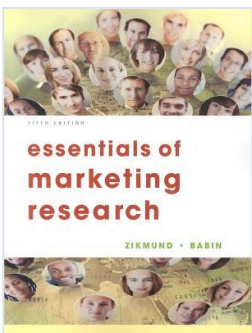
- Define and provides importance of marketing research
- Define a marketing problem and set appropriate research design
- List the relevance of secondary data in marketing
- Compare the advantages and disadvantages of major primary data collection methodologies (survey, focus group, observation, experiments)
- Assess, evaluate, interpret, and communicate research findings.
- Exhibit advanced skills in spreadsheets
- Explain characteristics of syndicated panel data and its benefits for marketing research
- Report results of marketing research in a professional manner

**Prerequisites**

**MARK 3311 (Principles of Marketing) and MATH 1342 (Statistics) or Math 2413**

Final class rosters will be reviewed after Drop/Add. Any student not meeting prerequisites will be administratively withdrawn from the class.

## REQUIRED Textbook & Course Materials



### Textbook: Essentials of Marketing Research (5<sup>th</sup> Ed.) (Textbook Only)

by William G. Zikmund; Barry J. Babin

ISBN-10: 1-133-19064-2 | ISBN-13: 978-1-133-19064-6

### Certified Professional Category Analyst Modules:

To access the **CPCA certification modules** at <https://LE.mlearning.com>, you will get your ID (your patriot email address) and password from Ms. Nancy Lambert at Learning Evolution early the semester. Complete the modules before the deadline.

## Access to Course Materials

You can access course materials through CANVAS (<https://www.utt Tyler.edu/canvas/>). Throughout the semester, students will participate in class activities on Canvas as requested by the instructor.

## Category Management Certification Programs



This course is proudly certified by the Category Management Association. This certification program aims to solidify category knowledge and lay the foundation for success in the category management field by emphasizing industry knowledge, history, and basic data analysis. The skills and category expertise developed through the course can help students to establish themselves as front-line resources for retail business. For more information, you can visit Certified Management Association at

<http://www.catman.global/certification/certification-overview>.

### Two modules covered in this course:

- 106 CPCA Spreadsheet Development
- 109 CPCA Syndicated Panel Data Analysis

### How to pass modules?

Students are required to take the modules at <https://LE.mlearning.com>, including a pre-test, a content module, and a post-test. **Once a post-test score is more than 80%, students will obtain a certificate of completion for each module.** Students can retake the post-test when they cannot pass 80% at the first round. **50% of the score a student achieves in each module will be reflected as a credit in this course** (e.g., 90 points in the module → 45 points in this class).

## COURSE SCHEDULE

	Topic	Chapter	Due
8/27(TU)	Course Introduction		
8/29 (TH)	Introduction to Marketing Research	Ch 1	
9/3 (TU)	Process of Marketing Research	Ch 3	
<b>9/5 (TH)</b>	<b>Career Success Conference (Participation required)</b>		
9/10 (TU)	Qualitative Research	Ch 5/Ch 8	
9/12 (TH)	Focus Group/Observation		
9/17 (TU)	Inclass Focus Group		
<b>9/19 (TH)</b>	<b>EXAM 1</b>	<b>Ch 1, 3, 5, 6, &amp;8</b>	<b>Focus Group Due</b>
9/24 (TU)	Experiment	Ch 9	
9/26 (TH)	Experiment	Ch 9	
10/1 (TU)	Quantitative Research	Ch 2/Ch 6	
10/3 (TH)	Basics of Survey Research	Ch 7	
10/8 (TU)	<b>EXAM 2</b>	<b>Ch 2, 6, 7, &amp; 9</b>	
10/10 (TH)	Questionnaire Development	Ch 10	
10/15 (TU)	Measurement & Scaling	Ch 11	
<b>10/17 (TH)</b>	Measurement & Scaling	Ch 11	
10/22 (TU)	Sampling	Ch 12	
10/24 (TH)	<b>EXAM 3</b>	<b>Ch 10, 11, &amp; 12</b>	
10/29 (TU)	Project Questionnaire Draft /Pretest & Survey launch	Ch 13, 14, 15	
10/31 (TH)	Data analysis: summary stats & chi-square test	Ch 13, 14, 15	
11/5 (TU)	Data analysis: t-test/ANOVA	Ch 13, 14, 15	
11/7(TH)	Data Analysis: regression	Ch 13, 14, 15	
<b>11/12 (TU)</b>	<b>EXAM 4</b>	<b>Ch 13, 14, &amp; 15</b>	
11/14 (TH)	Project Data Analysis		<b>Survey Data Collection Due</b>
11/19 (TU)	Project Data Analysis		
11/21 (TH)	Project Data Analysis		<b>CPCA Due</b>
<b>11/26 (TU)</b>	<b>Thanksgiving Break (No Class)</b>		
<b>11/28 (TH)</b>	<b>Thanksgiving Break (No Class)</b>		
<b>12/3 (TU)</b>	<b>Survey Presentation</b>		
<b>12/5 (TH)</b>	<b>Survey Presentation</b>		<b>Survey Result Infographics Due</b>

**Changes to the syllabus:** The course syllabus is a general plan for the course; deviations announced to the class by the instructor may be necessary. **You are responsible for keeping up with all assignments and project dues.**

## GRADING POLICIES

### Grading Scale

Evaluation Items	Scores	Due Dates
Exam 1	_____ (100 points)	
Exam 2	_____ (100 points)	
Exam 3	_____ (100 points)	
Exam 4	_____ (100 points)	
<b>TOTAL EXAM</b>	<b>_____ (400 points)</b>	
Inclass Activities (Average)	_____ (100 points)	
Focus group (100 points)	_____ (100 points)	
CPCA Module (50 points @2)	_____ (100 points)	
Survey Project	_____ (300 points)	
Questionnaire (50 points)		
Presentation (100 points)		
Peer evaluation (50 points)		
Project Final Infographics (100 points)		
<b>TOTAL</b>	<b>_____ (1,000 points)</b>	

### Letter Grade Assignment

The final grade will be determined based on the percentage of scores obtained out of the total possible points as follows:

**F will be given** when the attendance does not meet the minimum requirement or when the total score is below 60% of the total possible points.

90% > : A

80-89%: B

70-79%: C

60-69%: D

Below 60%: F

**Note:** The instructor **RESERVES** the right to change the grading scheme and/or specific grading requirements with appropriate notice.

**Exam (400 points):** There will be 4 online exams throughout the semester. Students will have two chances to take each exam throughout the day of the exam, and the highest score will be counted. **No makeup** will be given unless a document for excuse is submitted to the instructor (ex. doctor's notes). There is **NO CURVE** on exam grades.

**Class Activities (100 points):** In this class, it is critical to have an effective communication between the instructor and students or among students. Students are required to participate in class discussions and activities in each class. Thus, **any absence will result in a lower grade** than others.

**Focus Group Assignments (100 points):** The focus group assignment will be counted as 100 points. More details will be provided separately in the class.

**CPCA Modules (50 points @ 2 modules):** Students should take **TWO** modules for the Category Management Certification. For each module, students are **required to** take a pre-test, a content module, and a post-test, and **PASS the post-test**. Students can try the post-test two times to pass a corresponding module. Once the post-test score is **more than 80%**, then a student will get a certificate of completing successfully a corresponding module. **50% of a student's actual score at each module will be reflected** as his/her credit in this course. All modules should be completed by due dates stated in the course schedule above. No late submission will be accepted.

**Survey Project (300 points):** Students will conduct a survey on the given marketing subject as a team activity. Each team will conduct a survey for a given research topic; building questionnaire, selecting sample, collecting data, and analyzing the results with SPSS, which is a statistical software. The project has four parts; first, a questionnaire that includes questions and scales to measure the corresponding items in Qualtrics that is an online survey-making website; second, a presentation on the survey result analysis; third, a peer evaluation after presentation and final report submission; and finally, a complete project infographic on the survey results. A specific rubric and samples will be given by the instructor in the class. By conducting a survey on their own, students can build competence on their practical marketing research skills and understand the research concepts and procedures better after all.

## **ATTENDANCE POLICIES**

**If you miss **EIGHT** classes or more in the semester, you will get an 'F' as your final grade.**

If you are absent due to health reasons or job interview (proper documents required), your absence will not be counted towards the five-absence policy.

### **Student Absence due to Religious Observance**

Students who anticipate being absent from class due to a religious observance are requested to inform the instructor of such absences by the second class meeting of the semester.

### **Student Absence for University-Sponsored Events and Activities**

If you intend to be absent for a university-sponsored event or activity, you (or the event sponsor) must notify the instructor at least two weeks prior to the date of the planned absence. At that time the instructor will set a date and time when make-up assignments will be completed.

## COURSE POLICIES

### Expectations of Students: I expect you to:

- Present at all class sessions and activities
- Have read the textbook prior to each session
- Spend at least **4-5 hours** weekly on the covered material
- Be punctual to keep up assignments and project dues
- **Do not use cell phones or lap tops in class for personal use** such as texting, facebook, searching, etc. **For any unauthorized cellphone usage, you will have a 50-point deduction from the total points. No exception.**
- **Keep academic honesty and responsibility.**

### Concealed Handguns on Campus:

We respect the right and privacy of students who are duly **licensed** to carry **concealed** weapons in this class. License holders are expected to behave responsibly and keep a handgun secure and concealed. More information is available at <http://www.uttyler.edu/about/campus-carry/index.php>.

### Soules College of Business Statement of Ethics:

The ethical problems facing local, national and global business communities are an ever-increasing challenge. It is essential the Soules College of Business help student s prepare for lives of personal integrity, responsible citizenship, and public service. In order to accomplish these goals, both student s and faculty of the Soules College of Business at The University of Texas at Tyler will:

- Ensure honesty in all behavior, never cheating or knowingly giving false information.
- Create an atmosphere of mutual respect for all students and faculty regardless of race, creed, gender, age or religion.
- Develop any environment conducive to learning.
- Encourage and support student organizations and activities.
- Protect property and personal information from theft, damage and misuse.
- Conduct yourself in a professional manner both on and off campus.

### Academic Dishonesty Statement

The faculty expects from its students a high level of responsibility and academic honesty. Because the value of an academic degree depends upon the absolute integrity of the work done by the student for that degree, it is imperative that a student demonstrates a high standard of individual honor in his or her scholastic work.

Scholastic dishonesty includes, but is not limited to, statements, acts or omissions related to applications for enrollment of the award of a degree, and/or the submission, as one's own work of material that is not one's own. As a general rule, scholastic dishonesty involves one of the following acts: cheating, plagiarism, collusion and/or falsifying academic records. Students suspected of academic dishonesty are subject to disciplinary proceedings.

University regulations require the instructor to report all suspected cases of academic dishonesty to the Dean of Students for disciplinary action. In the event disciplinary measures are imposed on the student, it becomes part of the students' official school records. Also, please note that the handbook obligates you to report all observed cases of academic dishonesty to the instructor.

## **Grade Replacement/Forgiveness and Census Date Policies**

Students repeating a course for grade forgiveness (grade replacement) must file a Grade Replacement Contract with the Enrollment Services Center (Stewart Hall 230) on or before the Census Date of the semester in which the course will be repeated. Grade Replacement Contracts are available in the Enrollment Services Center or at <http://www.uttyler.edu/registrar>.

Each semester's Census Date can be found on the Contract itself, on the Academic Calendar, or in the information pamphlets published each semester by the Office of the Registrar. Failure to file a Grade Replacement Contract will result in both the original and repeated grade being used to calculate your overall grade point average. Undergraduates are eligible to exercise grade replacement for only three course repeats during their career at UT Tyler; graduates are eligible for two grade replacements. Full policy details are printed on each Grade Replacement Contract.

The Census Date is the deadline for many forms and enrollment actions that students need to be aware of. These include:

- Submitting Grade Replacement Contracts, Transient Forms, requests to withhold directory information, approvals for taking courses as Audit, Pass/Fail or Credit/No Credit.
- Receiving 100% refunds for partial withdrawals. (There is no refund for these after the Census Date)
- Schedule adjustments (section changes, adding a new class, dropping without a "W" grade)
- Being reinstated or re-enrolled in classes after being dropped for non-payment
- Completing the process for tuition exemptions or waivers through Financial Aid

## **State-Mandated Course Drop Policy**

Texas law prohibits a student who began college for the first time in Fall 2007 or thereafter from dropping more than six courses during their entire undergraduate career. This includes courses dropped at another 2-year or 4-year Texas public college or university. For purposes of this rule, a dropped course is any course that is dropped after the census date (See Academic Calendar for the specific date).

Exceptions to the 6-drop rule may be found in the catalog. Petitions for exemptions must be submitted to the Enrollment Services Center and must be accompanied by documentation of the extenuating circumstance.

Please contact the Enrollment Services Center if you have any questions.

## **Disability/Accessibility Services**

In accordance with Section 504 of the Rehabilitation Act, Americans with Disabilities Act (ADA) and the ADA Amendments Act (ADAAA) the University of Tyler at Texas offers accommodations to students with learning, physical and/or psychological disabilities. If you have a disability, including non-visible a diagnosis such as a learning disorder, chronic illness, TBI, PTSD, ADHD, or you have a history of modifications or accommodations in a previous educational environment, you are encouraged to visit

<https://hood.accessiblelearning.com/UTTyler> and fill out the New Student application. The Student Accessibility and Resources (SAR) office will contact you when your application has been submitted and an appointment with an Accessibility Case Manager. For more information, including filling out an application for services, please visit the SAR webpage at <http://www.uttyler.edu/disabilityservices>, the SAR office located in the University Center, # 3150 or call 903.566.7079.

## **Social Security and FERPA Statement:**

It is the policy of The University of Texas at Tyler to protect the confidential nature of social security numbers. The university issues a unique identifying ID number to all students. The electronic transmission of grades (e.g., email) risks violation of the Family Educational Rights and Privacy Act (FERPA) and therefore will not be transmitted electronically. Further, in accordance with FERPA, any information regarding assignments and grading will be discussed between the instructor and the student only. All requests made to the instructor, which are initiated by someone other than the student, regarding information about a student's activity, will be advised by the instructor to seek that information from the student.

## **Emergency Exits and Evacuation:**

Everyone is required to exit the building when a fire alarm goes off. Follow your instructor's directions regarding the appropriate exit. If you require assistance during an evacuation, inform your instructor in the first week of class. Do not re-enter the building unless given permission by University Police, Fire department, or Fire Prevention Services.