



THE UNIVERSITY OF TEXAS AT TYLER
Soules College of Business



Fall 2020

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 (primary)
Office Hours: T/Th 12:00 pm – 2:00 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 Any student not meeting prerequisites will be administratively withdrawn from the class.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



(Required 1) Textbook: Essentials of Marketing Research (5th Ed.)

by Joseph Hair, Jr., David Ortinau, & Dana Harrison

(CONNECT is required)

(for University Bookstore, e-book & Connect) ISBN: 9781265696252

(if purchased at McGraw Hill) ISBN10: 1260511839 | ISBN13: 9781260511833



CERTIFIED COURSEWORK
Category Management Association

(Required 2) Certified Professional Category Analyst Modules:

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. The Category Management positions are highly demanded in the industry. For more information, you can visit Certified Management Association at <http://www.catman.global/certification/certification-overview>.

Four Marketing courses at University of Texas at Tyler include a required component in which the student will complete an online certification from the Category Management Association. These modules are part of **10 Certified Professional Category Analyst (CPCA) modules** certified throughout various marketing courses, which will culminate in making the students be eligible to sit for a final Category Management exam outside of University of Texas at Tyler where, upon successfully passing the exam, the student will become a **Certified Professional Category Analyst**.

Access: Students will get an email containing the access information such as **ID and Password** from Learning Evolution (Nancy Lambert at lambert@nlearningevolution.com in charge of the modules). All questions regarding the access or technical issues should be addressed to her. With the access information, students will complete the module at <https://lesq.elliportal.com/>. Upon completion, the student will receive a certificate indicating a successful completion of the module.

Two modules covered in this course:

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

How to pass modules?

Once getting the ID and password, Students are required to take the modules at <https://lesq.elliportal.com/>. Each module includes three parts in a sequential order; a pre-test, a content module, and a post-test. **When the post-test score is more than 80%, students will pass the module and get the credit in this course (50 points for each).**

Access to Course Materials

You can access course materials through CANVAS (<https://www.uttyler.edu/canvas/>).

Throughout the semester, students will participate in class activities on Canvas as requested by the instructor.

COURSE SCHEDULE

Delivery	Date	Topic	Chapter	Due
Online (Zoom Required)	8/25 (TU)	Course Introduction		
Online	8/27 (TH)	Role and Value of Marketing Research	Ch 1	Quiz 1
Online	9/1 (TU)	Process of Marketing Research	Ch 2	Quiz 2
Online	9/3 (TH)	Secondary Data, Literature Reviews,	Ch 3	
Online	9/8 (TU)	and Hypotheses	Ch 3	Quiz 3
Online	9/10 (TH)	Exploratory and Observational	Ch 4	
Online	9/15 (TU)	Research Design	Ch 4	Quiz 4
Online	9/17 (TH)	EXAM 1	Ch 1-4	
In-Class	9/22 (TU)	Focus Group A		
In-Class	9/24 (TH)	Focus Group B		
In-Class & Zoom	9/29 (TU)	Qualitative Data Analysis	Ch 9	
In-Class & Zoom	10/1 (TH)	Descriptive Research and Survey	Ch 5	Quiz 9
In-Class & Zoom	10/6 (TU)	Causal Research and Experiment	Ch 5	Quiz 5
In-Class & Zoom	10/8 (TH)	Sampling	Ch 6	Quiz 6
Online	10/13 (TU)	Exam 2	Ch 5, 6, 9	
Online (Zoom)	10/15 (TH)	Survey Project using Qualtrics		Focus Group Report
In-Class & Zoom	10/20 (TU)	Measurement and Scaling	Ch 7	
In-Class & Zoom	10/22 (TH)		Ch 7	Quiz 7
In-Class & Zoom	10/27 (TU)	Designing Questionnaire	Ch 8	Quiz 8
Online (Zoom)	10/29 (TH)	Survey questionnaire using Qualtrics		
In-Class & Zoom	11/3 (TU)	Preparing Data for Quantitative Analysis	Ch 10	Quiz 10
In-Class & Zoom	11/5 (TH)	Basic Data Analysis for	Ch 11	
In-Class & Zoom	11/10 (TU)	Quantitative Research	Ch 11	Quiz 11
In-Class & Zoom	11/12 (TH)	Examining Relationships in	Ch 12	CPCA
In-Class & Zoom	11/17 (TU)	Quantitative Research	Ch 12	Quiz 12
Online	11/19 (TH)	EXAM 3	Ch 7, 8, 10, 11, 12	
Online (Zoom)	12/1 (TU)	Project		
Online (Zoom)	12/3 (TH)	Project		
	12/4 (FR)	Project Submission Due		Project

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)	9/17 (TH)
Exam 2	_____ (100 points)	10/13 (TU)
Exam 3	_____ (100 points)	11/19 (TH)
TOTAL EXAM	_____ (300 points)	
Quiz/Activity (Average)	_____ (100 points)	See the schedule
Focus group report (100 points)	_____ (100 points)	10/15 (TH)
CPCA Module (50 points @2)	_____ (100 points)	11/12 (TH)
Survey Project	_____ (300 points)	12/4 (FR)
Questionnaire (100 points)		
Powerpoint Presentation (200 points)		
TOTAL	_____ (1,000 points)	

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.

COURSE CONTENTS

Exam (300 points): There will be 3 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.

Quiz/Activity (100 points): Students are required to take a chapter quiz on each due date following the schedule. No late submission will be accepted. Please follow the schedule on time. When necessary, there will be an activity to complete upon the instructor's request. Each activity will be counted like one quiz.

Focus Group Report (100 points): The focus group report is counted as 100 points. More details will be provided separately.

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 pass the module and get the 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 Qualtrics. The project has two 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 Powerpoint presentation on the survey result analysis. 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

As this class is delivered through a hybrid format, students are required to complete the assignments and projects on time. Attendance will be checked through Canvas login, zoom meeting attendance, or in-class attendance. There are **two attendance groups** as the class capacity is limited due to COVID-19. Students in each group is required to attend the class in person according to the class schedule. The other students should attend the class through Zoom. You should choose one of the attendance group (A/B) after reviewing the attendance schedule on Canvas.

If you are **not able to attend** the class in person for any reason, you **should contact the instructor prior to the class**. **If you fail to make more than half of the in-person/Zoom attendance, 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 eight-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

Important Covid-19 Information for Classrooms and Laboratories

Students are **required to wear face masks covering their nose and mouth, and follow social distancing guidelines**, at all times in public settings (including classrooms and laboratories), as specified by [Procedures for Fall 2020 Return to Normal Operations](#). The UT Tyler community of Patriots views adoption of these practices consistent with its [Honor Code](#) and a sign of good citizenship and respectful care of fellow classmates, faculty, and staff.

Students who are feeling ill or experiencing symptoms such as sneezing, coughing, or a higher than normal temperature will be excused from class and should stay at home and may join the class remotely. Students who have difficulty adhering to the Covid-19 safety policies for health reasons are also encouraged to join the class remotely. Students needing additional accommodations may contact the Office of Student Accessibility and Resources at University Center 3150, or call (903) 566-7079 or email saroffice@uttyler.edu.

Recording of Class Sessions

Class sessions may be recorded by the instructor for use by students enrolled in this course. Recordings that contain personally identifiable information or other information subject to FERPA shall not be shared with individuals not enrolled in this course unless appropriate consent is obtained from all relevant students. Class recordings are reserved only for the use of students enrolled in the course and only for educational purposes. Course recordings should not be shared outside of the course in any form without express permission.

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.