



MARK-4380, Marketing Research (Fall 2025)

Instructor:	Mahdi Niknejad (Call me Prof. Nik or just professor!)
Department:	Management & Marketing
Office Location:	COB 350.34 / Zoom
Email:	mniknejad@uttyler.edu
Preferred Method of Contact:	Canvas Message
Office Hours:	Tuesday & Thursday 9:00 AM – 11:30 AM Tuesday & Thursday 2:00 PM – 4:30 PM
Class Format:	In Person (COB 212)
Credit:	3 Semester Hours
Prerequisites:	BBA major: MARK3311, GENB 300, COSC1307 Non-BBA major: MARK3311, MATH1342, COSC1307

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 Any student who does not meet prerequisites will be administratively withdrawn from the class.

Course Requirements

- **Textbook:** [Essentials of Marketing Research \(6th Ed.\)](#) by Joseph Hair, Jr., David Ortinau, & Dana Harrison, McGraw Hill; (ISBN-13: 9781265800833)
 - I cover most of the important things in my lectures and slides, so if you're someone who learns mostly from watching and listening and not reading a textbook, feel free to just use the material I upload to Canvas.
- **A Windows or Mac computer**
- For statistical analysis sections, we require **at least one of the software tools below**:
 - **BlueSky Statistics:** This is simple software that uses the R language as its basis. **This will be the primary software that I demonstrate in class.** It's free for personal use and can be downloaded at: <https://www.blueskystatistics.com/support> (If you have a Mac Computer, first download and install XQuartz. The instructions are provided in the link)
 - **SPSS:** This is a popular and relatively old statistical tool. The textbook includes instructions for this tool. It is also available on campus computers, so you can follow textbook instructions for this software. However, since it's not free and many students may not have access to it on their personal computers, I will not focus on it in my material, but feel free to use it if you want.
 - **Other tools:** You may already be familiar with statistical analysis using other tools like Excel, R, Python, etc. If that's the case, feel free to use them in our course.

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

Reasonable Accommodations for Disabilities

If you require any accommodations, please reach out to the Student Accessibility and Resources Center at saroffice@utt Tyler.edu. Additionally, feel free to contact me with any concerns, and I'll be glad to assist you.

About This Course

Welcome to Marketing Research!

Whether you're building a marketing campaign, launching a startup, analyzing competitors, or simply trying to understand what your customers really want, marketing research is the foundational tool that helps you make smart, informed decisions.

In this course you will learn some of the foundational ideas of marketing research, understand what marketing researchers do, what questions need to be asked, what data needs to be collected, and how to analyze that data to get some actionable insights.

Even if you're not planning to become a market researcher, this course will help you develop the skills required to use the foundations of marketing research in any business, including your own 😊!

This document is subject to change as we go through the semester. All the changes will be reflected in the syllabus and announced in class or on Canvas.

Course Objectives

Here are our course objectives and what you will learn by the end of the semester:

- Define and describe importance of marketing research,
- Define a marketing problem and make an appropriate research design to solve the problem
- Distinguish between primary and secondary data sources
- Compare different marketing research methodologies
- Demonstrate proficiency in using analytical tools
- Explain qualitative and quantitative research
- Assess, evaluate, and interpret research data to derive actionable insights

Final Grade

Your grade will be calculated using the format below. **Please note that Course Evaluation methodology and points may be changed during the semester, but I will do my best to keep the scale as follows.** You can read about the details of these components in the next section.

Grading Components

Exams	40%
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➤ Exam #1	20%
➤ Exam #2	20%
Data Practice Assignment	15%
Questionnaire Design Assignment	15%
Chapter Assignments	25%
Introduction Questionnaire	5%
Extra Credit (Canvas Discussions Participation)	+3 Points
Total	100%

Grading Scale

A = 90-100%

B = 80-89.9%

C = 70-79.9%

D = 60-69.9%

F = 59.9% and below

Class Format, Deliverables, and Policies

1) Course Format: We will meet in person for this course. This is a lecture-driven course, where I present the concepts using PowerPoint presentations or statistical software. However, **You will need access to a computer or tablet for this course.** All course materials and assignments will be posted in the **Modules** section on Canvas. In most cases, each module corresponds to one chapter in our course, unless otherwise noted in the module title.

- I want this course to be accessible and flexible so you can engage with the material in a way that works best for you. If you find it difficult to learn in the classroom environment or need alternative ways to access the content, please don't hesitate to reach out.
- Attendance policy will be discussed in the class.

2) Office Hours: Think of office hours as an open, informal time to connect. You can drop by to talk about anything related to marketing, the course, or even other topics where I might be able to help.

- **You're welcome to join in person or virtually through Zoom** (links are available in the Zoom tab on Canvas).
- If the posted office hours don't work for you, just send me a message and we'll find another time that fits your schedule.

3) Introduction Questionnaire: The first assignment of our course involves responding to some questions about yourself and acknowledging that you have reviewed the syllabus. **Please submit this assignment by the end of the first week.**

4) Exams: There will be **two exams** in this course:

- **Exam #1** covers material up to **Chapter 6**.
- **Exam #2** covers **all course content**, but with a focus on the material taught **after Exam #1**.

Exam Format & Policies:

- Both exams will be conducted in the class, but you will need to take them on **Canvas using your computer**
- **Exams are NOT open-book**. However, you may bring **up to five double-sided cheat sheets** (that's five sheets of paper, front and back, so up to ten pages of notes). These can be handwritten or printed, but they must be on paper.
- Use of **AI tools** such as **ChatGPT, CoPilot, Gemini, etc. is strictly prohibited**.
- Question types may include **multiple choice** and **True/False**.
- Exams will assess both **conceptual understanding** and your ability to **apply concepts** in scenarios. Some questions will test your ability to recall the exact **names of concepts**.
- Exam content will be based on **textbook** and **lecture slides**.
- **Scores** will be posted on **Canvas**, and you're welcome to discuss your performance during **office hours**

Make-Up Policy:

- **Typically, no make-up exams** will be scheduled unless **both exams are missed** due to a **serious, documented excuse**.
- A valid excuse requires **official documentation** (e.g., an email from Student Services).
- I must be notified by the appropriate **university office** before I can excuse your absence.

Exam Dates:

- **Exam #1:** Oct 9
- **Exam #2:** Dec 4

5) Chapter Assignments: There will typically be an assignment each week to help you stay engaged with the course material and keep up with our progress. Here are some important points about these assignments:

- Questions will be from the corresponding textbook chapter
- Assignments usually include around 10 questions
- You have **three attempts for each assignment** and your highest score will be used as your final grade
- Question formats include multiple-choice and True/False.
- **Assignments are open-book** (i.e., you can use your notes, textbook, and lecture material) **but using AI tools such as ChatGPT, Co-Pilot, Gemini, etc., is not allowed**.

- In most cases, **assignments are due two weeks after we finish the corresponding chapter**. You can find the exact due dates in the schedule table on the following pages.
- Assignments submitted after the deadline **may lose up to 10% of the total grade** for each day they are late.

6) Data Practice Assignment: An important assignment in our course requires you to respond to questions using the provided dataset. You will need to use the data analysis software to find the answers.

- You can use any data analysis software that you prefer and refer to your notes, lectures, or textbook.
- Using AI tools to directly perform the analysis or provide you with the answers is **not allowed**. However, you are welcome to use them to help you better understand the concepts, explore different ways to approach the questions, or check your reasoning.
- **You will have three attempts for this assignments, and your highest score will be used as the final grade.**

7) Questionnaire Design Assignment: Another assignment requires you to create a brief survey questionnaire on a specific topic, building on what we've discussed in class. More details about this assignment will be provided later in class.

- **You are allowed, and even encouraged, to use AI tools to help with this task.**

8) Canvas Discussions (Bonus Points): Our class meets in person, but that doesn't mean our conversations have to stay within the classroom walls. Each week, I'll post a discussion topic on Canvas, and I encourage you to join in by sharing your thoughts, ideas, and experiences. These topics may connect directly to our course content, or they might explore related marketing ideas from a different angle. I'll do my best to respond to your comments whenever I can. Here are some important points about our online discussions:

- **Participation in these topics is NOT mandatory**, but you can gain up to **3 bonus points** by **posting meaningful and insightful comments** on the discussion forums (this means that your comments will be evaluated by me, and **not all comments will be counted toward your bonus points**). At the end of the semester, I will sum up your scores and assign the final grades based on the highest possible score. Some examples of meaningful contributions include:
 - Comments about personal experience of using products, shopping in stores, or working in firms
 - Adding insightful comments about the material discussed in class
 - Thoughtful questions that result in a deeper learning of marketing concepts for students
- **If you have issues with writing your ideas in public in the discussion forums for any reason, please let me know and I will accommodate your needs to the best of my abilities.**

9) Surveys and Feedback: Although all courses collect feedback at the end of the semester, I want to improve this class for **YOU**, not just for future students.

- To help with that, I'll post **two short surveys** on Canvas: **one early in the semester and another around mid-semester.**
- **These surveys are optional and anonymous**, so please feel free to share your honest thoughts on how the course can be more helpful to you. You're also welcome to share feedback with me at any time outside of the surveys.

10) Using AI Tools: UT Tyler is committed to exploring and using artificial intelligence (AI) tools as appropriate for the discipline and task undertaken. We encourage discussing AI tools' ethical, societal, philosophical, and disciplinary implications. All uses of AI should be acknowledged as this aligns with our commitment to honor and integrity, as noted in UT Tyler's Honor Code. Faculty and students must not use protected information, data, or copyrighted materials when using any AI tool. Additionally, users should be aware that AI tools rely on predictive models to generate content that may appear correct but is sometimes shown to be incomplete, inaccurate, taken without attribution from other sources, and/or biased. Consequently, an AI tool should not be considered a substitute for traditional approaches to research. You are ultimately responsible for the quality and content of the information you submit. Misusing AI tools that violate the guidelines specified for this course (see below) is considered a breach of academic integrity. The student will be subject to disciplinary actions as outlined in UT Tyler's Academic Integrity Policy.

For this course, AI is permitted only for the questionnaire design assignment. You are encouraged to use AI to better understand the concepts if required, however, the final answers should be based on your own judgement.

11) Communications: The best way to contact me outside of the class is via **Canvas messages**. Students who attend office hours do not have to make an appointment but letting me know beforehand helps me better prepare for any questions you might have. To meet me at another time, please ask me for an appointment via Canvas or email.

Canvas messages are always preferred to emails. If you are unable to send messages through Canvas, please follow the guidelines listed below in your emails:

- Whenever you communicate with me through emails, do not forget to include MARK 4380 in the subject line. Doing so will ensure that I will be able to respond to your emails in a timely manner.
- Remember to sign your name, especially if your email address does not represent your legal name.

Tentative Course Schedule

Please note that the schedule is subject to change throughout the semester.

Date	Topic	Chapter	Assignments & Due Dates
Aug 26	Course & Syllabus Overview Marketing Research for Managerial Decisions	Syllabus Chapter 1	Intro. Questionnaire (Due Sep 2)
Aug 28	Role & Value of Marketing Research (Cont.)	Chapter 1	Assignment 1 (Due Sep 9)
Sep 2	The Marketing Research Process & Proposals	Chapter 2	
Sep 4	The Marketing Research Process & Proposals (Cont.)	Chapter 2	Assignment 2 (Due Sep 18)
Sep 9	Secondary Data, Literature Reviews, & Hypotheses	Chapter 3	
Sep 11	Secondary Data, Literature Reviews, & Hypotheses (Cont.)	Chapter 3	Assignment 3 (Due Sep 25)
Sep 16	Exploratory and Observational Research Design	Chapter 4	
Sep 18	Exploratory and Observational Research Design (Cont.)	Chapter 4	Assignment 4 (Due Oct 2)
Sep 23	Descriptive Research and Survey	Chapter 5	
Sep 25	Descriptive Research and Survey (Cont.)	Chapter 5	Assignment 5 (Due Oct 9)
Sep 30	Sampling	Chapter 6	
Oct 2	Sampling (Cont.)	Chapter 6	Assignment 6 (Due Oct 16)
Oct 7	Exam #1 Review		
Oct 9	Exam #1	Chapters 1-6	Exam #1 (In Class)
Oct 14	Measurement and Scaling	Chapter 7	
Oct 16	Measurement and Scaling (Cont.)	Chapter 7	Assignment 7 (Due Oct 30)
Oct 21	Designing the Questionnaire	Chapter 8	
Oct 23	Designing the Questionnaire (Cont.)	Chapter 8	Assignment 8 (Due Nov 6) Questionnaire Design (Due Dec 4)

Oct 28	Qualitative Data Analysis	Chapter 9	
Oct 30	Qualitative Data Analysis (Cont.)	Chapter 9	Assignment 9 (Due Nov 13)
Nov 4	Preparing Data for Quantitative Analysis	Chapter 10	
Nov 6	Preparing Data for Quantitative Analysis (Cont.)	Chapter 10	Assignment 10 (Due Nov 20)
Nov 6	Basic Data Analysis for Quantitative Research	Chapter 11	
Nov 11	Basic Data Analysis for Quantitative Research (Cont.)	Chapter 11	Assignment 11 (Due Dec 4)
Nov 13	Examining Relationships in Quantitative Research	Chapter 12	
Nov 18	Examining Relationships in Quantitative Research	Chapter 12	Assignment 12 (Due Dec 4) Data Practice Assignment (Due Dec 10)
Nov 20	Course Catch Up!		
Nov 25	Enjoy Your Thanksgiving Break!		
Nov 27	Enjoy Your Thanksgiving Break!		
Dec 2	Exam #2 Review		
Dec 4	Exam #2	Chapters 7- 12	Exam #2 (In Class)

Important Notifications

Technical Support

If you experience technical problems or have a technical question about this course, you can obtain assistance by emailing itsupport@patriots.utttyler.edu. When you email IT Support, include a complete description of your question or problem including:

- The title and number of the course
- The page in question
- If you get an error message, a description and message number
- What you were doing at the time you got the error message

You may also visit Distance Education FAQs for helpful information.

General UT Tyler Academic Policies

See below or access at <http://www.utttyler.edu/academicaffairs/files/syllabuspolicy.pdf>

Important Dates

Census date: 9/8/2025

Last day to withdraw from one or more classes: 11/3/2025

Student Rights and Responsibilities

To know and understand the policies that affect your rights and responsibilities as a student at UT Tyler, please follow this link: <http://www.uttyler.edu/wellness/rightsresponsibilities.php>

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>.

Disability Services

In accordance with Section 504 of the Rehabilitation Act, Americans with Disabilities Act (ADA) and the ADA Amendments Act (ADAAA) the University offers accommodations to students with learning, physical and/or psychiatric disabilities. If you have a disability, including non-visible disabilities such as chronic diseases, learning disabilities, head injury, PTSD or ADHD, or you have a history of modifications or accommodations in a previous educational environment you are encouraged to contact the Student Accessibility and Resources office and schedule an interview with the Accessibility Case Manager/ADA Coordinator. If you are unsure if the above criteria apply to you, or have questions or concerns, please contact the SAR office.

Academic Integrity (UT Tyler Students Make the Decision to Not Lie, Cheat, or Steal, Nor Tolerate Those That Do)

The code states UT Tyler students will not lie, cheat, or steal or allow other to do so. Students are responsible for doing their own work and avoiding all formats of academic dishonesty. The most common academic honesty violations are cheating and plagiarism. Cheating includes, but is not limited to: submitting material that is not one's own. Using information or devices that are not allowed by the faculty member, obtaining and/or using unauthorized material, fabrication information, violating procedures prescribed to protect the integrity of a test, or evaluation exercise, collaborating with others on assignments without the faculty member's consent, cooperating with or helping another student to cheat, having another person take an examination in the student's place, altering exam answers and requesting that the exam be re-graded, communicating with any during an exam, other than the faculty member or exam proctor. Plagiarism includes, but is not limited to: Directly quoting the words of others without using quotation marks or indented format to identify them, using sources of information (published or unpublished) without identifying them, Paraphrasing materials or ideas of others without identifying the sources.

AI Policy

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