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:	By Appointment (on Zoom)
Class Format:	Online (Video Lectures)
Credit:	3 Semester Hours
Prerequisites:	BBA major: MARK 3311, GENB2300, COSC 1307
	Non-BBA major: MARK3311, MATH1342, COSC 1307

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 Any student who does not meet prerequisites will be administratively withdrawn from the class.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 with a Webcam** (for exam proctoring)
- 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 tool. 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.uttyler.edu/canvas)

Reasonable Accommodations for Disabilities

If you require any accommodations, please reach out to the Student Accessibility and Resources Center at saroffice@uttyler.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		**50%**
➢ Exam #1	25%	
➢ Exam #2	25%	
Data Practice Assignment		**15%**
Chapter Assignments		**30%**
Introduction Questionnaire		**3%**
LockDown Practice Quiz		**2%**
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

<u>Class Format, Deliverables, and Policies</u>

1) Course Delivery: Our class is an online course and will utilize video lectures, PowerPoint presentations, and Canvas, so **you will need access to a computer or tablet for this course**. All the materials and assignments will be posted on Canvas and be available in the **<u>Modules</u>** section of our course on Canvas. Usually, **each Module corresponds with 1 chapter of our course** (unless otherwise noted in the title of the module).

I want the course to be accessible to everyone and offer flexibility in how you will consume the content or create your own. As such, <u>I have also posted the audio files and text transcripts for each lecture alongside the video file so you can follow the class in whatever format that you prefer.</u>

2) Office Hours: Office hours for our class are more like informal meeting times. You can discuss anything related to marketing or the course or basically any topic that you think I can be helpful for in the office hours. **You can attend the office hours virtually on Zoom**. For our online class, office hours are a chance to meet each other, so please feel free to come and say hi! If you require an in-person meeting for any reason, please send me a message and we will set up one.

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 in the first week **<u>by June 9</u>**.

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

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

Exam Format & Policies:

- Both exams are **online**, conducted on **Canvas**, and will be **proctored** using LockDown Browser and Respondus Monitor (see LockDown Browser section for details).
- Exams are **NOT open-book**. However, you may use a **2-page cheat sheet** during the exam. It must be on paper, as LockDown Browser does not allow switching apps or viewing digital documents.
- 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 readings** and **lecture slides**.

Grading & Attempts:

- You will have **two attempts** for each exam.
- **Your highest score** will count toward your final grade.
- **Scores** will be posted on **Canvas**, and you're welcome to discuss your performance during **office hours** after the grades are released.

Make-Up Policy:

- **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 Deadlines:

- **Exam #1:** July 2
- **Exam #2:** July 2

5) LockDown Browser & Respondus Monitor: The Management & Marketing Department requires the use of **LockDown Browser** and **Respondus Monitor** (which uses your webcam) to proctor exams in this course. We will use these tools **only for Exam #1 and Exam #2**.

- Your webcam can be either built-in or a USB plug-in.
- Watch this short video to understand how LockDown Browser and Respondus Monitor work: https://www.respondus.com/products/lockdown-browser/student-movie.shtml
- Download and install **LockDown Browser from this link**: https://download.respondus.com/lockdown/download.php?id=593832943
  Once Installed
  a) **Start LockDown Browser**

b) **Log into to Canvas**
c) **Navigate to the exam**

Several resources are available if you encounter problems with LockDown Browser:

- The Windows and Mac versions of LockDown Browser have a "Help Center" button located on the toolbar. Use the "System & Network Check" to troubleshoot issues. If an exam requires you to use a webcam, also run the "Webcam Check" from this area
- 24/7/365 Live Chat Support is also available from the Help Center, or from within the "it's not working" troubleshooter.
- [As applicable, insert information about your institution's help desk, including details about how to contact them. Some help desks want students to run the "System & Network Check" and the "Webcam Check" before they are contacted - and even, to forward the results of these checks at the time of opening a ticket.]
- Respondus has a Knowledge Base available from support.respondus.com. Select "LockDown Browser & Respondus Monitor" as the product to view helpful articles.
- If you're still unable to resolve a technical issue with LockDown Browser, go to support.respondus.com and select "Submit a Ticket". Provide detailed information about your problem and what steps you took to resolve it

6) Lockdown Practice Quiz: To ensure you are ready, you must complete a **required practice quiz** called the **LockDown Training Quiz** by **June 16** (worth 2 points)

- The quiz includes just two simple questions (no reading required) and is designed to help you test your setup before the real exams.
- The practice quiz is for your own benefit. If you fail to submit it and then face issues late in the semester with the exams, it will be out of my hands

7) Chapter Assignments: There will usually be an assignment each week to make sure students follow the course material. Here are some important points about assignment:

- 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**.
- **All assignments will be available until July 2**

8) Data Practice Assignment: An important assignment in our course requires you to respond to questions using the provided datasets. You will need to use a 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. **However, using AI tools to do the analysis and find the answers for you is prohibited. You will have three attempts for this assignments, and your highest score will be used as the final grade.**

9) Canvas Discussions (Bonus Points): Our class is online but that doesn't mean we can't connect with each other in different ways. I will post a discussion topic on Canvas every week and I hope that you will participate in them by posting your own thoughts and experiences. These topics may or may not directly relate to the topics we discuss in the class. I will do my best to respond to your comments when I can. Here are 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 add 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 readings or 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.

10) Surveys and Feedback: Although all courses will ask for your feedback at the end of the semester, I want to make this course better for YOU and not just for future students. So, **I will post a survey on Canvas.** Please share your thoughts about the class and how it can be more helpful for you in this survey. **The survey is optional and will be conducted anonymously**. Students are free to make comments and suggestions about the course outside of the survey as well.

11) 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 not permitted only for any of the assignments. You are encouraged to use AI to better understand the concepts if required, however, the final answers should be based on your own judgement.

12) Communications: The best way to contact me outside of the class is via **Canvas messages**. Students who attend office hours on Zoom 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.

Module	Topic	Chapter	Assignment (All assignments and exams will be available **until July 2 unless noted below**)
1	Course & Syllabus Overview	Syllabus	Introduction Questionnaire (Due June 9) LockDown Practice Quiz (Due June 16)
2	Role & Value of Marketing Research	Chapter 1	Assignment 1
3	Process of Marketing Research	Chapter 2	Assignment 2
4	Secondary Data, Literature Reviews, & Hypotheses	Chapter 3	Assignment 3
5	Exploratory and Observational Research Design	Chapter 4	Assignment 4 Exam #1
6	Descriptive Research and Survey	Chapter 5	Assignment 5
7	Sampling	Chapter 6	Assignment 6
8	Measurement and Scaling	Chapter 7	Assignment 7

9	Designing the Questionnaire	Chapter 8	Assignment 8
10	Qualitative Data Analysis	Chapter 9	Assignment 9
11	Preparing Data for Quantitative Analysis	Chapter 10	Assignment 10
12	Basic Data Analysis for Quantitative Research	Chapter 11	Assignment 11
13	Examining Relationships in Quantitative Research	Chapter 12	Assignment 12 Data Practice Assignment Exam #2

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.uttyler.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.uttyler.edu/academicaffairs/files/syllabuspolicy.pdf**

Important Dates

Census date: 6/5/2025
Last day to withdraw from one or more classes: 6/24/2025

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

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 specific assignments or situations, and appropriate acknowledgment is required. You can use AI tools for your project, but AI is NOT allowed for the exams and quizzes.