

Dixie State College

Hazy School of Business



Mission Statement Summary

Dixie State College is a publicly supported institution of higher education that strives to enrich its community and the lives of individual students by providing associate and baccalaureate degrees and certificates, by fostering lifelong learning, and by sponsoring activities and events that meet the educational and cultural needs of its regional constituents.

Dixie State College accomplishes these objectives directly by delivering excellent teaching in a learning environment recognized for its personal relationships, values, service, diversity, and open access, and by creating strategic partnerships for learning opportunities.

MKTG 4100 01 – Marketing Research - CRN: 25290

Instructor: Bryon C. Geddes

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Office Hours: Monday and Wednesday 10:00 a.m. - 12:00 p.m.

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This information is current for a period of **90 days** from the date of issue.

Course Outline: *Spring Semester 2013, Tu/Th 10:30 – 11:45 a.m.*

This course outline provides the instructional framework for the course. By carefully reviewing the content contained herein, you will be able to formulate a study plan that will effectively guide you through the course to its completion.

Course Description

This course is designed for students to gain an understanding of the role that marketing research plays in identifying and solving marketing problems. The key emphasis is placed on problem identification, secondary data collection (to include data collection instruments, applied samplings and methods of acquisition), and data analysis techniques used in marketing research projects. The course will assist in the development of student's skills and knowledge in conducting marketing research and evaluating its effectiveness for decision making. Marketing research is the formal process of gathering information needed by managers to make decisions with respect to marketing opportunities and problems. For example:

- A marketing manager might want to know the degree to which a new product will be acceptable to a group of consumers; the price consumers would be willing to pay for a new product; the degree to which customers are satisfied with a product or service; demographic information about an area where a new

store might be located; the image of a company relative to its competitors; and so on. This course provides an in-depth look at the marketing research process; a significant portion of the course is the development and execution of a marketing research project.

Prerequisites: CIS 2010; ENGL 1010; MKTG 3010 and STAT 2040

Course Textbook

1. Brown, Tom J., and Tracy A. Suter (2012), *MR*. Mason, OH: South-Western Cengage Learning.

Grading & Performance Policy

Students should focus on learning, not on grades. The ultimate goal is to allow everyone the opportunity to succeed, accomplish the learning objectives, and achieve a high level of satisfaction from this course. To achieve a good grade in this course requires serious commitment, initiative, and hard work from the student.

As stated on this syllabus cover page under Mission Statement Summary, Dixie State College strives to enrich ... the lives of individual students ... by fostering lifelong learning. Further, it strives to accomplish these and other objectives set forth in this class by "delivering excellent teaching in a learning environment recognized for its personal relationships, values, service, diversity, and open access, and by creating strategic partnerships for learning opportunities."

With this in mind, one of my main objectives for this course is to provide each student with an opportunity to actively learn and demonstrate competencies needed in today's high performance workplace. Opportunities will be made available for you to reach your maximum learning potential. Just as in the workplace, it is expected that you will complete all assignments and assessments by the due date. Work turned in late will be subject to a 10% penalty per day it is late. For example, if you turn in an assignment two days after the due date you will receive an automatic deduction of 20 percent. Late work will not be accepted for discussion board postings.

When students and their work are to be evaluated, they will be held to the same level of accountability and professional standards expected by managers in industry. Success in this course will be related to the student's ability to demonstrate achievement of each of the required assignments. The student is reminded that the quality of input (effort) will determine the quality of output (ability). Grades are based not only on demonstrated effort but also on demonstrated ability, mastery of the material, and quality of all work produced. In other words, it is not the amount of time spent on an assignment that leads to a good grade, but how well that time is spent.

Your grade will be determined by your performance on three midterm exams, various homework assignments, class participation, and a **comprehensive group research project**. The point distribution for the course is as follows:

Quizzes and/or Assignments	15%
Discussions	10%
Class Participation	25%
Marketing Research Project	30%
SUMR Customer Relations Center	10%

The following scale will be used to assign final grades:

93-100 % = A	90-92 % = A-
87-89 % = B+	80-86 % = B
77-79 % = C+	70-76 % = C
67-69% = D+	60-66% = D

Quizzes and/or Assignments. You will be assigned work to be completed outside of class that will support the topic(s) being studied. In general, such assignments will be due during the next class period. These assignments require individual effort. **In addition, unannounced in-class quizzes covering assigned readings may be**

given periodically. Finally, you may have opportunity to participate in research studies for class credit (an alternative means of receiving credit will be available).

Discussions Throughout this course, you will be required to participate in discussions on Canvas. These discussions will assist you in completing your final Marketing Research Project.

Marketing Research Project. Marketing research is best learned by actually conducting research. Accordingly, you are required to identify a marketing research problem (problem statement(s)) for an organization or company and to complete a research project that provides decision makers with solid information with respect to the opportunity or problem at hand. You will work in groups (groups will be organized during the first or second class session).

Note: This is a SUMR driven course and students may be working directly with SUMR clients. The Dixie State College SUMR program will assist in identifying appropriate clients for each group.

►► **Participating fully with your group is a matter of academic integrity.** The members of each group will complete a peer evaluation on other group members. In addition, I may ask you to provide a description of the work that you have done on the group project at any point in the semester (so please keep track of your activities). If it is clear that one or more members contributed significantly less to the project than did other group members, their grades on the final written report and oral presentation will be adjusted downward accordingly.

The research project is the single most important part of the course. It will take tremendous effort on your part, but the rewards can be great. As you work with your client organization or company, please keep in mind that your reputation, the reputation of Dixie State College, and the excellence demanded by the UDVAR HAZY School of Business are on the line.

Class Participation

I expect a lively exchange of ideas during class sessions. In addition, I expect you to be fully prepared to discuss readings, your group project, etc., when you arrive at class. Because of the importance of class attendance to the successful completion of the course, a portion of the class participation grade will be based on attendance. Except in extraordinary circumstances, such as a documented acute illness that lasts more than a week, there are no excused absences for missing sessions of this course. However, you may miss two (2) class sessions without affecting your grade. Specifically, up to 80 points can be earned for attendance; after two absences, I will deduct three (3) points per absence from the 80 available participation points. The other 20 class participation points are awarded for positive, noticeable contributions to the class sessions. The quality (and not just the quantity) of the contributions is what matters.

Class Policies

- Classrooms are special environments in which students and faculty come together to promote learning and growth. It is essential in these environments that respect for the rights of others seeking to learn, respect for the professionalism of the instructor, and the general goals of academic freedom are maintained. Disruptive behaviors, such as chatting during lectures, arriving late to class, sleeping, texting, web browsing, game playing, reading non-class material, and others listed in the DSC Student Rights and Responsibilities Code, are not permitted and may result in your removal from class. Repetitive or seriously disruptive behavior, such as fighting, using profanity or insults, making personal or physical threats, or damaging property, will be reported to Campus Security. As the instructor, it is my responsibility to determine whether any specific student is disrupting the learning environment.
- You are responsible for all announcements that are made during class.
- If you are absent from class it is your responsibility to arrange with another student to pick up handouts (if any) distributed in class.

- Academic misconduct or dishonesty will not be tolerated. Please consult the University's policy on academic dishonesty if you have any questions.
- Turn off all electronics during class. No emailing or texting during class.
- Seek help whenever you do not understand something. Failure to do so normally compounds the problem as the course progresses. You will find me very receptive to your questions.

College Information

Disability Statement:

Americans with Disabilities Act (ADA) Statement:

Students with medical, psychological, learning or other disabilities desiring reasonable academic adjustment, accommodations, or auxiliary aids to be successful in this class will need to contact the DISABILITY RESOURCE CENTER Coordinator for eligibility determination. Proper Documentation of impairment is required in order to receive services or accommodations. DRC is located at the ground floor of the Financial Aid Office. Visit or call 652-7516 to schedule an appointment to discuss the process. DRC Coordinator determines eligibility for and authorizes the provision of services.

Dmail:

You are required to frequently check your dmail account. Important class and college information will be sent to your dmail account, including DSC bills, financial aid/scholarship notices, notices of cancelled classes, reminders of important dates and deadlines, and other information critical to your success at DSC and in your courses. If you don't know how to access your dmail account, go to www.dixie.edu and select "Dmail" from the left column. To locate your dmail username and password, go to www.dixie.edu, and click on "Log in to students services" or the "My Dixie" button.

2013 Spring Semester

Jan 7	Classwork Starts	Mar 19	Summer Registration open to Juniors (60+ credits)
Jan 10	Last Day to Waitlist	Mar 20	Summer Registration open to Sophomores (30+ credits)
Jan 11	Last Day to Add Without Signature	Mar 21	Summer Registration open to all students
Jan 14	Drop/Audit Fee Begins (\$10 per class)	Mar 29	Last Day for Complete Withdrawal
Jan 16	Residency Application Deadline	Apr 1	Bachelor's degree Graduation Deadline - Fall 2013
Jan 21	Martin Luther King Jr. Day	Apr 8	Fall Registration open to Seniors (90+ credits)
Jan 22	\$50 Late Registration/Payment Fee	Apr 9	Fall Registration open to Juniors (60+ credits)
Jan 29	Pell Grant Census	Apr 10	Fall Registration open to Sophomores (30+ credits)
Jan 29	Last Day for Refund	Apr 11	Fall Registration open to all students
Jan 29	Last Day to drop without receiving a "W" grade	Apr 24	Classwork Ends
Jan 30	Courses dropped for non-payment	Apr 25	Reading Day
Feb 1	Last Day to Add/Audit	Apr 26	Final Exams
Feb 1	Associate's degree Graduation Deadline - Spring 2013	Apr 29-30, May 1	Final Exams
Feb 18	President's Day	May 1	Associate's degree Graduation Deadline - Summer 2013
Feb 25	Mid-Term Grades Due	May 2	Final Exams
Mar 1	Last Day to Drop Individual Class	May 3	Commencement
Mar 1	Bachelor's degree Graduation Deadline - Summer 2013		
Mar 11-15	Spring Break		
Mar 18	Fall 2013 Class schedule available online		
Mar 18	Summer Registration open to Seniors (90+ credits)		

Tentative Class Schedule:

MKTG 4100 Spring 2013 Schedule							
	Mon	Tues	Wed	Thur	Fri	Sat	Sun
Week 1 (Jan. 7th to Jan. 13th)					Week 1 Discussion - Syllabus Initial Post Due		Three Week 1 Discussion - Syllabus Replies; Student Information Sheet; Code of Conduct
Week 2 (Jan. 14th to Jan. 20th)					Week 2 Discussion - Zotero Initial Post Due		Chapter 1 Quiz
Week 3 (Jan. 21st to Jan. 27th)	Read Chapter 2						Three Week 2 Discussion Replies; Chapter 2 Quiz
Week 4 (Jan. 28th to Feb. 3rd)	Read Chapter 4				Week 4 Discussion Initial Post Due		Chapter 4 Quiz
Week 5 (Feb. 4th to Feb. 10th)	Read Chapter 5						Three Week 4 Discussion Replies; Chapter 5 Quiz
Week 6 (Feb. 11th to Feb. 17th)	Read Chapter 6				Week 6 Discussion Initial Post Due		Chapter 6 Quiz
Week 7 (Feb. 18th to Feb. 24th)	Read Chapter 7						Three Week 6 Discussion Replies; Chapter 7 Quiz
Week 8 (Feb. 25th to Mar. 3rd)	Read Chapter 8				Week 8 Discussion Initial Post Due		Chapter 8 Quiz

MKTG 4100 Spring 2013 Schedule							
	Mon	Tues	Wed	Thur	Fri	Sat	Sun
Week 9 (Mar. 4th to Mar. 10th)	Read Chapter 9						Three Week 8 Discussion Replies; Chapter 9 Quiz
Week 10 (Mar. 11th to Mar. 17th)	Read Chapter 10				Week 10 Discussion Initial Post Due		Chapter 10 Quiz
Week 11 (Mar. 18th to Mar. 24th)	Read Chapter 11						Three Week 10 Discussion Replies; Chapter 11 Quiz
Week 12 (Mar. 25th to Mar. 31st)	Start Creating Marketing Research Plan Rough Draft						
Week 13 (Apr. 1st to Apr. 7th)							Marketing Research Plan Rough Draft
Week 14 (Apr. 8th to Apr. 14th)	Bring Marketing Research Plans to Class for peer reviews (Due in Class)						Peer Reviews
Week 15 (Apr. 15th to Apr. 21st)	Start working on final draft your Marketing Research Plan				Week 15 Discussion Initial Post Due		
Week 16 (Apr. 22nd to Apr. 28th)							Three Week 15 Discussion Replies; Customer Relation Center Hours; FINAL MARKETING RESEARCH PLAN DUE!

* The class schedule may be adjusted as needed throughout the quarter.