

**FLORIDA GULF COAST UNIVERSITY  
LUTGERT COLLEGE OF BUSINESS  
Department of Marketing  
Syllabus and Course Calendar: Spring 2020**

**COURSE NUMBER:** MAR 4613 CRN 11222

**COURSE TITLE:** Marketing Research, 3 Hours  
R 7:30p, LH 2210

**PREREQUISITES:** MAR 3023 with a “C” or better.

**INSTRUCTOR:** Dr. Mark Case  
Lutgert Hall 3303  
Phone: 590-7320  
E-mail: mcase@fgcu.edu

**OFFICE HOURS:** TR 4:00p – 6:00p, or by appointment

**REQUIRED TEXT:**

Marketing Research, CourseSmart eTextbook, 8/E

**Alvin C Burns  
Ronald F. Bush**

ISBN-10: 0133074684  
ISBN-13: 9780133074680  
Publisher: Prentice Hall  
Copyright: 2014  
Format: Electronic Book  
Status: 03-May-2013 AS | Priority: C  
**Net Price: \$95.99**  
**: \$93.00**  
**Suggested Retail Price: \$95.99**

*Note: having the book is essential, as the subject matter can be quite technical. If you don't plan to buy the book, drop the course.*

## **COURSE DESCRIPTION:**

This course is a study of the research methods and techniques applicable to problem solving in marketing. Using state-of-the-art technologies for research, students develop skills in questionnaire design, data collection, data entry and analysis and presentation of written research reports. The focus is on the use of market research findings in marketing management decision making involving needs assessment, market identification, demand estimation, product design, channel selection, promotion and pricing. Attention is also given to defining information needs, determining the value of information for business decision-making and social/ethical issues in marketing research.

## **COURSE OBJECTIVES AND OUTCOMES:**

Upon completion of this course, students should be able to:

- Demonstrate an awareness of the role and value of marketing research.
- Express knowledge of the various types of research design.
- Display an understanding of data collection techniques and scientific procedures.
- Display knowledge of data analysis techniques and statistical procedures.
- Develop an ability to report marketing research findings and make recommendations.

Also, this course meets the learning objectives of the FGCU Scholars Program. Students who complete this course will:

- Practice critical thinking skills by analyzing mainstream and marginal texts.
- Demonstrate information literacy by conducting research.
- Refine writing and communication skills used to report the results of research and analysis.

## **ACADEMIC LEARNING COMPACT (ALC) AND COLLEGE-WIDE (PECK) GOALS:**

This course also contributes to the following ALC and college wide goals:

**ALC:** Graduates will be able to design research studies, interpret results and make recommendations.

**PECK:** BBA Graduates will be effective problem solvers.

## **COURSE REQUIREMENTS AND EVALUATION:**

Regular Exams (3 @ 25% each)	75 points
Homework Assignments (5 @ 3% each)	15 points
Class Participation/Professional Behavior*	10 points
Total Possible	100 points

Grading Scale: A = 90 – 100% B=80-89% C=70-79% D=60-69% F=59% and below. There will be no plus or minus grades, and grades will NOT be rounded; i.e., 79.8% will be a “C,” not a “B.” Grades are always earned, never given, and are not negotiated.

\* Missing class is discouraged, and also contributes to the evaluation of course grade in the following manner; missed classes may lower your class grade proportionally. For example, there are 26 class meetings; missing five class periods (that includes skipping out in the middle of class) may reduce your grade by 20 basis points, etc . . . Also, exam questions will include discussion content from class that may not be in your textbook, so missing class may cost you points on exams. In addition, disruptive behavior in class is unacceptable, and may result in expulsion from the class (see below). IMPORTANT! Do not use the grade calculator on Canvas to estimate your final grade! Always use the syllabus 😊

## **CLASSROOM DECORUM AND BEHAVIOR**

All students are expected to behave in a manner that is conducive to a positive learning environment. Disruptive behavior includes holding conversations with fellow students while class is in session, using electronic communication devices in class, arriving late, leaving early, etc. If a student does these things, the following penalties may apply: first offence, leave the classroom and/or sustain a grade penalty of five basis points. Second offence, leave the classroom and sustain a grade penalty of ten basis points. A third offence will result in F for the course. Student may be reported to the Dean of Students at any stage, and any removal from the classroom will result in an absence for that class meeting as well. Also, lab time is for solving practice problems, not for working homework problems!

## **EXAMS**

There will be three exams during the semester. Each exam will be a combination of multiple choice and short answer/problem solving. Be sure to pay attention to the final exam schedule! The final will be cumulative in nature. Unfortunately, makeup exams will not be offered for any reason, and no exam may be rescheduled. Also, it is important to be on time for exams – if you enter an exam late (for any reason), you may be barred from sitting for the exam at the Instructor’s discretion.

## **HOMEWORK ASSIGNMENTS**

There are five homework assignments for you to complete over the course of the semester. A handout will be provided for you that tells you what you need to do. To reduce the pain and agony of doing statistical problems, you will be using SPSS, a statistical program that makes the whole thing a boatload easier. It's actually easy to learn and use, and the tests aren't that difficult, so have some fun learning it! One note of caution: **DO NOT UNDER ANY CIRCUMSTANCES "BORROW" SOMEONE ELSE'S HOMEWORK!!!** You can look under the academic honesty paragraph a little lower in this document, but if you do that, it is easy to catch, and consequences can be severe. Let's face it, losing points on a homework assignment is better than flunking the class – that would just ruin your whole day.

## **NO BORE GUARANTEE**

You are guaranteed NOT to be bored in this class. How can I make such an audacious statement? Simple. If at any time you start to wonder why sheep don't shrink when it rains, why the alphabet is in that order, or why the word abbreviation is such a long word, you have a clue that you may be getting bored. It is at this time that it is YOUR responsibility to generate/stimulate class discussion (must be topic related). If everyone follows this simple rule, no one will be bored.

## **ACADEMIC HONESTY:**

Academic dishonesty in any form will not be tolerated and will result in a grade of "F" for the course and additional sanctions if warranted. The university policies regarding issues of academic honesty can be found in the FGCU Student Guidebook under the Student Code of Conduct and Policies and Procedures sections. All students are expected to study this document, which outlines their responsibilities and consequences for violations of the policy. The FGCU student Guidebook is available online at:

<http://studentservices.fgcu.edu/judicialaffairs/new.html>.

## **STUDENT DISABILITY STATEMENT:**

Florida Gulf Coast University, in accordance with the Americans with Disabilities Act and the University's guiding principles, will provide classroom and academic accommodations to students with documented disabilities. If you need to request an accommodation in this class due to a disability, or you suspect that your academic performance is affected by a disability, please contact the Office of Adaptive Services. The Office of Adaptive Services is located in Howard Hall room 137. The phone number is 239.590.7956 or TTY 239.590.7930.

## **UNIVERSITY NONDISCRIMINATION STATEMENT**

Florida Gulf Coast University is committed to ensuring equity and fairness for all University employees, students, visitors, vendors, contractors and other third parties. As such, the University prohibits discrimination on the bases of race, color, national origin, ethnicity, religion, age, disability, sex (including sexual harassment/assault), gender identity/expression, marital status, sexual orientation, veteran status or genetic predisposition with regard to admissions, employment, programs or other activities operated by the University. This prohibition extends to enforcement of Title IX of the Education Amendments of 1972. Questions or complaints should be directed to the Office of Institutional Equity and Compliance (OIEC). The OIEC's phone number is (239)745-4366; the OIEC email address is [OIEC@fgcu.edu](mailto:OIEC@fgcu.edu).

## STUDENT OBSERVANCE OF RELIGIOUS HOLIDAYS

For insight into the FGCU General Counsel Policies, please go to the following website: <http://www.fgcu.edu/generalcounsel/policies-view.asp>.

**LAST DAY TO DROP WITHOUT ACADEMIC PENALTY:** March 27, 2020

## DO THIS OR ELSE!

In addition to the above course requirements, the Federal government and FGCU require verification of your enrollment by answering a simple question in a quiz format. You must complete this quiz by You must complete this quiz by **January 14, 2019 at 11:59pm**. The quiz will be domiciled on CANVAS. If you **DON'T** do this, you'll be saddled with unnecessary money problems when your financial aid is rejected. Don't shoot me, I'm just the messenger.

## COURSE OUTLINE AND TENTATIVE SCHEDULE:

The outline that appears in the following pages may be adjusted, ergo it is tentative. The only scheduled items that will NOT change are exam dates, so you may want to take a chisel and carve them in stone somewhere. If any changes are made to the remainder of the schedule, they will be announced in class and/or notify you by e-mail. The column under "Assignment" contains the material for discussion on the date indicated. You really need to be prepared for class discussion by reading the assignment prior to class meeting! Doing so will maximize your ability to contribute to class discussion, and helps your classmates as well.

<b>Date</b>	<b>Topic</b>	<b>Assignment</b>
Jan 9	Introductions, discussion of the importance of Marketing Research, review of statistics	Introductions and

Jan 16	Measurement Basics	Chapter 1, 8
Jan 23	Sample selection techniques	Chapter 9
Jan 30	Sample size estimations	Chapter 10
Feb 6	Descriptive analysis and statistical inference	Chapter 12
<b>Feb 13</b>	<b>Exam 1</b>	
Feb 20	Differences tests	Chapter 13
Feb 27	Association tests	Chapter 14
Mar 5	<i>Spring Break – no class</i>	
Mar 12	Regression analysis	Chapter 15
Mar 19	Marketing research industry, process of marketing research	Chapters 2, 3
<b>Mar 26</b>	<b>Exam 2</b>	
Apr 2	Basic research design, secondary data	Chapters 4, 5
Apr 9	Exploratory techniques, data collection	Chapters 6, 7
Apr 16	Data collection	Chapters 11
Apr 23	Marketing research reports	Chapter 16
<b>Apr 30, 5:45p</b>	<b>Final Exam</b>	Double Check Gulfline for official day/time/location!