



NEW YORK CITY COLLEGE OF TECHNOLOGY OF

The City University of New York

Department of Business

MARKETING RESEARCH

MKT 1210

FALL SEMESTER 2020

ONLINE COURSE SYLLABUS AND SCHEDULE

INSTRUCTOR'S INFORMATION:

INSTRUCTOR:	DR. JOHN F. DIXON
OFFICE:	1025 NAMM HALL
OFFICE HOURS:	Monday 4:00 p.m.-5:00 p.m. Wednesday 4:00 p.m.-5:00 p.m. Thursday 4:00 p.m. – 5:00 p.m.
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COURSE DESCRIPTION:

This course emphasizes the use of Scientific Research Methods to develop Marketing Strategies and assist Marketing Personnel in making prudent marketing decisions. The course covers an examination of product, consumer, competitive and market research; types of research by technique or function, stages in the empirical research process, survey research methods, questionnaire construction, an analysis of the various types of secondary data, types of sampling designs and procedures, data collection methods, data analysis and elementary statistical applications.

REQUIRED TEXTBOOK:

Exploring Marketing Research, by William G. Zikmund and Barry J. Babin, South-Western, Cengage Learning, Eleventh Edition, 2016. I recommend that you rent the E-Book Version instead, which can be acquired via the City Tech Bookstore for only \$52.99 for a period of 180 days at citytech-shop.com.

COURSE LEARNING OBJECTIVES:

1. To provide the students with an understanding of the importance of Marketing Research as a management decision-making tool.
2. To provide the students with an understanding of the managerial value of Marketing Research and its role in the development and implementation of Marketing Strategies and the Marketing Concept.
3. To provide the students with an understanding of the six stages in the Marketing Research Process by conducting a team-based research project.
4. To enable the students to interact with professionals in the field of Marketing Research, including corporate research executives, corporate managers, media and marketing research personnel and research supply firms.
5. To provide the students with the necessary information to determine whether or not they want to pursue a career in the field of Marketing Research.
6. To provide the students with the opportunity to use **Microsoft Excel** or other spreadsheet software such as **SPSS** to create tables and figures for their Marketing Research Term Projects.

STUDENT LEARNING OUTCOMES:

At the conclusion of the course, the students should have acquired the following skills and knowledge:

1. Students will have the ability to collaborate with others in marketing research teams, which will enhance their leadership, management, organizational, presentation, problem solving, analytical and networking skills.
2. Students will improve their quantitative reasoning skills, improve their theoretical and conceptual reading ability as well as be able to read for details and incorporate information from secondary sources into research reports.
3. Students will understand the stages in the empirical marketing research process and be able to apply them to real-life marketing research studies.
4. Students will have a thorough understanding of the marketing research industry vocabulary and how it is used by marketing professionals.
5. Students will be able to compile, analyze and use marketing research as a decision-making tool to help them to solve problems and make decisions.
6. Students will be able to utilize the latest technology to compile and write a Marketing Research Study comprised of both secondary and primary data using the six stages in the Marketing Research Process.

STUDENT CONDUCT REGULATIONS:**Intellectual Honesty and Academic Integrity:**

According to the New York City College of Technology Student Handbook, the terms cheating, and plagiarism are defined as follows:

- **Cheating** is the unauthorized use or attempted use of material, information, notes, study aids, devices, or communication during an academic exercise.

The following are some examples of cheating, but by no means is this an exhaustive list.

1. Copying from another student during an examination or allowing another student to copy your work.
2. Unauthorized collaboration on an assignment or examination.
3. Using notes during a closed-book examination.
4. Taking an examination for another student or asking or allowing another student to take an examination for you.
5. Changing a graded exam and returning it for more credit.
6. Submitting substantial portions of the same paper to more than one course without consulting each instructor.
7. Allowing others to research and write assigned papers or do assigned projects, including the use of term paper services.
8. Giving assistance to acts of academic misconduct/dishonesty.
9. Fabricating data (all or part).
10. Submitting someone else's work as your own.
11. Unauthorized use during an examination of electronic devices such as cell phones, computers, or other technologies to retrieve or send information.

- **Plagiarism** is the act of presenting another person's ideas, research, or writings as your own.

The following are some examples of plagiarism, but by no means is this an exhaustive list:

1. Copying another person's actual words without the use of quotation marks and footnotes attributing the words to their source.
2. Presenting another person's ideas or theories in your own words without acknowledging the source.
3. Using information that is not common knowledge without acknowledging the source.
4. Failing to acknowledge collaborators on homework and other assignments.

- **Internet Plagiarism** includes submitting downloaded term papers or parts of term papers, paraphrasing, or copying information from the internet without citing the source and "cutting & pasting" from sources without proper attribution.

Attendance Policy:

Attendance is essential for student success and excessive absences may affect your final grade.

ACCESSIBILITY AND ACCOMMODATIONS:

The City University of New York (CUNY) is firmly committed to making higher education accessible to students with disabilities by removing architectural barriers and providing programs and support services necessary for them to benefit from the instruction and resources and accommodations provided. For more information, please see:

[Disability Services on the CUNY SPS Website.](#)

ONLINE ETIQUETTE AND ANTI-HARASSMENT POLICY:

The University strictly prohibits the use of University online resources or facilities, including Blackboard, for the purpose of harassment of any individual or for the posting of any material that is scandalous, libelous, offensive or otherwise against the University's policies. Please see: "[Netiquette in an Online Academic Setting: A Guide for CUNY School of Professional Studies Students.](#)"

COURSE ORGANIZATION AND INSTRUCTIONAL METHODOLOGY:

1. This is a fully online 3 credit-course with no required class sessions at the College. In this course, we will use **Blackboard**. **Blackboard** is CUNY'S web-based, course management system that professors use to present their course materials online. In **Blackboard**, students will be able to review and submit assignments, view documents and videos, interact with the professor and other students through Discussion Boards, take tests, access grades, etc.
2. Here is the link to City Tech's website with information on workshops and HELP for students using **Blackboard**: <http://websupport1.citytech.cuny.edu/workshops.html#student>.

TECHNOLOGY REQUIREMENTS:

Since this is a fully online course, you are required to have access to the following:

1. **Blackboard** – the link to **Blackboard** is: <http://it.citytech.cuny.edu/blackboard-student.aspxITECH@citytech.cuny.edu> or call 1-718-254-8565.
2. **A City Tech E-Mail Address** – We must be able to communicate via email. It is your responsibility to ensure that your City Tech email is working. Whenever I send email to students, the notices and information will be sent to your City Tech student email. The website for activating/verifying your email is as follows: <http://it.citytech.edu/student-email.aspx>
3. **Regular access to a computer with reliable Internet connection** – You will need the Internet to use **Blackboard**, for text chat sessions and to do Internet Research on course topics.
4. All students must be familiar with using documents in MS Word and PowerPoint, PDF and Adobe and be able to navigate the Internet to use email, including opening and sending attachments and downloading files, etc.

EVALUATION/GRADING:

Your grades in the class will be determined by the following: Examinations, a Marketing Research Term Project, and Online Marketing Research Assignments.

EXAMINATIONS: (450 Points)

The Midterm Examination (**200 Points**) and the Final Examination (**250 Points**) will take place according to the course schedule and will be ***1 hour and 15 minutes*** each (75 minutes). Both Examinations will be given on **Blackboard**.

MARKETING RESEARCH TERM PROJECT: (250 Points)

Near the end of the semester, you are required to submit a Team-Based Marketing Research Term Project. The instructions and outline for the Marketing Research Term Project can be found on pages 9, 10 and 11 in this Syllabus.

ONLINE MARKETING RESEARCH ASSIGNMENTS: (300 Points)

Throughout the semester, you will be required to submit a total of 14-assignments that are related to the development and completion of the Marketing Research Term Project. The list of assignments along with the point value of each assignment is delineated below.

ONLINE MARKETING RESEARCH ASSIGNMENTS POINTS CHART:

Modules	Assignments	Points
Module 1	Introductory Discussion, A Description of the Research Team Profile and the Responsibility of each member.	10
Module 2	Conduct a Secondary Data Research Search	20
Module 3	Conduct an Experience Survey	20
Module 4	<u>Identify Problem Definition:</u> 1. Problem Statement 2. Research Objectives 3. Research Questions 4. Hypotheses	10
Module 5	Questionnaire Construction	50
Module 6	Questionnaire Construction (Continued)	
Module 7	Questionnaire Construction (Continued)	
Module 8	Questionnaire Construction (Submit)	
Module 9	Assignment Selection of Sample Design	10
Module 10	Collection of the Data	50
Module 11	Planning the Research Design	10
Module 12	<u>Analyze the Data for Research Term Project:</u> 1. Editing 2. Coding	100
Module 13	<u>Analyze the Data for Research Term Project (Continued):</u> 1. Analysis 2. Tables & Figures	
Module 14	Conclusions and Recommendations/Executive Summary	20

GRADES: Your grade for the course will be based on the following:

COURSE COMPONENTS	POINTS	PERCENTAGE OF GRADE
Midterm Examination	200	20%
Final Examination	250	25%
Term Project	250	25%
Online Research Assignments	300	30%
TOTAL	1000 Points	100%

GRADING SYSTEM: All grades will be based in proportion to the following scale:

GRADE	POINTS	GRADE SCALE
A	930 – 1000	93 - 100
A-	900 – 929.99	90 – 92.9
B+	870 – 899.99	87 – 89.9
B	830 – 869.99	83 – 86.9
B-	800 – 829.99	80 – 82.9
C+	770 – 799.99	77 – 79.9
C	700 – 769.99	70 – 76.9
D	600 – 699.99	60 - 69.9
F	Below 600	59.9 and Below

COURSE DURATION:

This fully online Marketing Research course begins on Wednesday, August 26, 2020 and ends on Wednesday, December 16, 2020. The class meets Monday and Wednesday for 30 sessions throughout the fall 2020 semester on Blackboard Collaborate.

ONLINE COURSE SCHEDULE

Modules	Lecture Topic	Read/ Exploring Marketing Research	Online Activity/ Assignment Due	Time Availability/ Due Dates
1	The Role of Marketing Research	Syllabus, Module 1 Chapter 1	Introductory Discussion, Prepare a Description of the Research Team Profile and Responsibility of Each Member	Wednesday, 8/26 10:00 am to Wednesday, 9/2 11:59 pm
2	The Marketing Research Process	Module 2 Chapter 3	Problem Discovery and Definition. Undertake Exploratory Research by Conducting A Secondary Data Research Search	Wednesday, 9/2 10:00 am, Begin the Process of Collecting Secondary Data
3	The Human Side of Marketing Research	Module 3 Chapter 4	Exploratory Research Continued - Conduct an Experience Survey	Monday, 9/7 10:00 am to Monday, 9/14 11:59 pm
4	Observation and Problem Definition: Jump-Starting the Research Proposal	Module 4 Chapter 8	<u>Conduct Problem Definition by creating:</u> 1. A Problem Statement, 2. Research Objectives, 3. Research Questions, 4. Hypotheses	Monday, 9/14 10:00 am to Monday, 9/21 11:59 pm
5	Measurement and Attitude Scaling	Module 5 Chapter 10	Begin the Process of Questionnaire Construction	Monday, 9/21 10:00 am
6	Questionnaire Design	Module 6 Chapter 11	Questionnaire Construction (Continued)	Wednesday, 10/7 (Continued)
Midterm Examination Review	Chapters 1, 3, 4, 8, 10, 11	Midterm Exam Review on Blackboard	Wednesday, 10/7	Time: To be determined
Midterm Examination	1 Hour, 15 Minutes	On Blackboard		Wednesday, 10/14, from 10:00 am to 11:59 pm

(Online Course Schedule Continues on the Next Page)

Modules	Lecture Topic	Read/Exploring Marketing Research	Online Activity/ Assignment Due	Time Availability/ Due Dates
7	Qualitative Research Tools	Module 7 Chapter 5	Submit the Final Questionnaire	Monday, 10/19 11:59 pm
8	Secondary Data Research In A Digital Age	Module 8 Chapter 6	Submit Secondary Data Research Search Summary	Monday, 10/26 11:59 pm
9	Sampling and Fieldwork	Module 9 Chapter 12	Selection of the Sample Design	Monday, 10/26 10:00 am to Wednesday, 11/4 11:59 pm
10	Conducting Marketing Experiments	Module 10 Chapter 9	Collection of the Data	Wednesday, 11/4 10:00 am to Monday, 11/16 11:59 pm
11	Survey Research	Module 11 Chapter 7	Planning the Research Design	Monday, 11/16 10:00 am to Wednesday, 11/18 11:59 pm
12	Basic Data Analysis: Editing and Coding	Module 12 Chapter 14	Analyze the Data for the Research Term Project	Begin Wednesday, 11/18 10:00 am
13	Basic Data Analysis (Continued)	Module 13 Chapter 14	Data Analysis (Continued): Summarize Study Results and create Tables & Figures	Complete Data Analysis 11/30 11:59 pm
14	Formulating Conclusions and Report Preparation	Module 14	Draw Conclusions and Write the Executive Summary	Monday, 11/30 10:00 am to Sunday, 12/6 11:59 pm

MARKETING RESEARCH TERM PROJECT DUE ON MONDAY, 12/7 11:59 PM

Final Examination Review	Chapters: 1, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12 & 14; <u>Wed 12/9</u>	Time: To be determined	Final Examination, <u>Wednesday, 12/16</u>	<u>On Blackboard</u> 1 hour, 15 minutes 10 am to 11:59 pm
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MARKETING RESEARCH TERM PROJECT INSTRUCTIONS:

1. **Create a hypothesis that can be proven or disproven by conducting a survey.**
2. **The instrument used to conduct the survey should be a five-page questionnaire to be designed by your research project team.**
3. **The research project teams should consist of 5 students on each team.**
4. **Each member of the project team is expected to contribute equally to the development and implementation of the studies. All team members will receive the same grade. (Subject to your contribution)**
5. **The Final Reports will be 20 typewritten pages. The maximum will be 30 double-spaced pages.**
6. **You are required to obtain 50 completed questionnaires from real-life respondents. Do not try to play any tricks - I have been there before....**
7. **The final report is due on Monday, December 7, 2020.**
8. **Each report should be based on the following outline:**
 - I. **Executive Summary** (written summary of entire project in 2 pages)
 - II. **Research Project Team**
 - **A. Team Profile** - (real or hypothetical profile of each team member)
 - **B. Responsibility of Each Member** - (can combine A and B into 1-2 paragraphs for each member)

III. Problem Discovery and Definition

➤ A. Exploratory Research:

1. Secondary Data Research Search - (2-page written summary of secondary data)
2. Experience Survey - (2- page summary of interview with a knowledgeable person or expert in the field)

➤ B. Problem Definition:

1. Problem Statement
2. Research Objectives - (provide 3 Research Objectives)
3. Research Questions - (provide 3 Research Questions)
4. Hypotheses - (provide 2 Hypotheses)
5. Questionnaire Construction - (20 to 30 questions required for questionnaire)

IV. Planning the Research Design

➤ A. Methodology - (define and discuss)

1. Survey - (define and discuss)

V. Selection of Sample Design

➤ A. Target Population - (summarize the results of the demographic characteristics from study into bullet point or paragraph)

VI. Collection of the Data

➤ A. Pre-test - (collect data from only 5 people in the Target Population)

➤ B. Main Study - (collection of the 50 completed questionnaires)

VII. Data Analysis

➤ A. Editing - (what your team did related to Editing)

➤ B. Coding - (what your team did regarding Coding)

➤ C. Analysis - (Intersperse Tables and Figures with narrative)

- **D. Tables and Figures** - (minimum of eight Tables and five Figures)

VIII. Conclusions and Recommendations

IX. Questionnaire (6-8 pages)

X. EXHIBITS

10. There are positions required for each team:
 1. **Project Director** - Person responsible for the overall completion of the Research Project. You can also have Co-Project Directors.
 2. **Statistical Writers** - Person responsible for writing/editing and synthesizing the various components of the Research Project. You may have more than one Statistical Writer.
 3. **Research Analysts** - Person responsible for tabulating final results of the research projects and creating the tables and figures. Your project team can have more than one Research Analyst.

11. Each team should undertake a study related to business in general or marketing in particular. I recommend that you conduct a competitive survey comparing one product or service to the other Leading Brands. For example, to compare Coke to Pepsi, RC Cola, C & C Cola, etc. The respondents will decide which one they prefer the most by completing the questionnaires. You can also choose to conduct a Market Study related to a specific product category or aspect of Business/Marketing, such as Types of Investments, Consumer Spending, etc.

12. Each Research Project should be submitted with a Cover Page enhanced with Computer Graphics.

13. The entire project should be written in *past tense*. Also, do not use contractions in formal writing, for example, writing don't instead of do not, and can't instead of cannot, etc., is not acceptable.

Tips for Managing a Team Project	
Challenges	Solutions/Strategies
1) Organizing Teams	<ul style="list-style-type: none"> Choose a Team Leader by Consensus. Exchange Information. Allocate parts of the project (Let members choose areas based on interest and strengths, if possible). Capitalize on the strengths of team members when making assignments. Choose a topic with everyone’s input (that way all members will buy into it and be more committed and enthusiastic about the chosen topic). Create an Online Folder for the Project. Make sure that all parts of project are assigned to a team member, so that nothing is overlooked.
2) Time Management	<ul style="list-style-type: none"> Use a daily journal for assignments and important dates. Try to accommodate everyone’s schedule. Store all work in the Online Project Folder. Students should manage their own teams. Create a team chat room. Determine the best time for meetings. Have a set agenda for meetings so that time is not wasted. Conduct Online meetings. Require periodic status updates from each member on his/her part(s) of the project. Keep teammates informed about all time-related issues, commitments or problems.

<h3>3) Communication Problems</h3>	<ul style="list-style-type: none"> • Exchange phone numbers and email addresses. • Keep teammates informed about any time problems. • Let other members know if you are unable to complete your assigned task(s). • Stay in constant communication with team members. • Provide more than one way that you can be reached by teammates (home number, personal email, etc.). • Let Team Members know about emergencies.
<h3>4) Technical Issues</h3> <ul style="list-style-type: none"> ➤ Connectivity Issues (ex: WIFI issues) ➤ Internet issues ➤ Platform issues ➤ Emails not updated 	<ul style="list-style-type: none"> • Make sure everyone has an updated college email address. • Rely on the college’s support team (Help Line, etc.). • Seek help from adequate sources, such as other students, tech savvy people, etc. • Find someone that may have the proper hardware to assist you. • Contact your internet provider for connectivity issues.
<h3>5) Self-Motivation</h3>	<ul style="list-style-type: none"> • Let each member choose the sections of the project that interest them (that way they will be more enthusiastic and committed). • Each member should take responsibility for their own learning. • Stay engaged with the course on a daily basis. • Be disciplined and committed to your schoolwork. • Encourage one another (Remember that you are part of a team).

6. Online Instruction Adaptability Issues

➤ Students may not always be comfortable with online instruction and could need further guidance.

- Upgrade your computer skills through training workshops.
- Be patient with your teammates.
- Learn from Online Tutorials.
- If you do not know about some aspect of technology, ask team member(s).
- Learn from other Teammates.
- **PRACTICE, PRACTICE, PRACTICE!** (In your free time).
- Purchase computer software using student/college discounts.
- Spend time on the online platforms.
- Find a quiet place to focus and do assignments, especially students who live in large households.