Course Description

Introduces students to the marketing research process and the importance of market research within an organization. The course includes an exploration of the methodologies that market researchers use to compile and analyze information through the use of statistical tools. Ethical aspects of market research are also be examined.

Course Textbook


Course Learning Outcomes

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

1. Describe the scope of market research through the marketing research process.
2. Explain the difference between the methodologies of qualitative and quantitative research.
3. Examine the primary scales of measurement used in market research.
4. Interpret the criteria used for scale evaluation to assess reliability, validity, and generalization.
5. Indicate how researchers use questionnaires to obtain accurate data and minimize response error.
6. Compare probability sampling techniques utilized by marketing researchers.
7. Evaluate the significance of data analysis.
8. Discuss the importance of interpreting results with emphasis on interactions, relative importance of factors, and multiple comparisons.
9. Explain the nature and methods of bi-variate regression analysis.
10. Illustrate the ethical responsibilities of marketing research.

Credits

Upon completion of this course, the students will earn three (3) hours of college credit.

Course Structure

1. **Study Guide**: Each unit contains a Study Guide that provides students with the learning outcomes, unit lesson, required reading assignments, and supplemental resources.
2. **Learning Outcomes**: Each unit contains Learning Outcomes that specify the measurable skills and knowledge students should gain upon completion of the unit.
3. **Unit Lesson**: Each unit contains a Unit Lesson, which discusses lesson material.
4. **Reading Assignments**: Each unit contains Reading Assignments from one or more chapters from the textbook and/or outside resources.
5. **Suggested Reading**: Suggested Readings are listed in each unit’s study guide. Students are encouraged to read the resources listed if the opportunity arises, but they will not be tested on their knowledge of the Suggested Readings.
6. **Unit Assignments**: Students are required to submit for grading Unit Assignments in Units I-VIII. Specific information and instructions regarding these assignments are provided below. Grading rubrics are included with each assignment. Specific information about accessing these rubrics is provided below.
7. **Ask the Professor:** This communication forum provides you with an opportunity to ask your professor general or course content related questions.

8. **Student Break Room:** This communication forum allows for casual conversation with your classmates.

**CSU Online Library**

The CSU Online Library is available to support your courses and programs. The online library includes databases, journals, e-books, and research guides. These resources are always accessible and can be reached through the library webpage. To access the library, log into the myCSU Student Portal, and click on “CSU Online Library.” You can also access the CSU Online Library from the “My Library” button on the course menu for each course in Blackboard.

The CSU Online Library offers several reference services. E-mail (library@columbiasouthern.edu) and telephone (1.877.268.8046) assistance is available Monday – Thursday from 8 am to 5 pm and Friday from 8 am to 3 pm. The library’s chat reference service, *Ask a Librarian*, is available 24/7; look for the chat box on the online library page.

Librarians can help you develop your research plan or assist you in finding relevant, appropriate, and timely information. Reference requests can include customized keyword search strategies, links to articles, database help, and other services.

**Unit Assignments**

**Unit I Article Review**

Using the CSU Online Library, locate an article that discusses marketing research and its role within an organization. Address the following points in your essay:

1. Summarize the article by discussing the main points of the article.
2. Relate the theoretical aspects of market research (both qualitative and quantitative) from Chapters 1 and 2, including overall strategic planning and globalization.
3. Discuss the relevance of this article with respect to how advancements in technology have impacted this company’s ability to perform market research.
4. What questions might you pose to the author of this article? Do you see any ethical implications within this article?

Your response must be a minimum of two pages, not including the title page and reference page. A minimum of two sources should be used—the article you review must be referenced, and one additional source from a credible location should be referenced. All paraphrased and quoted material must have accompanying citations per APA guidelines.

Information about accessing the Blackboard Grading Rubric for this assignment is provided below.

**Unit II Case Study**

For this assignment, read the case study, “Running the Numbers: Does It Pay?” on page 466 of your textbook. Once you have read and reviewed the case scenario, address the following points, using thorough explanations and well-supported rationale:

1. Compile a short literature review, summarizing the case study’s main points, which might be used in this research project.
2. Apply the stages of the market research process described in Chapter 3 to how you might approach this situation.
3. Derive a hypothesis for each research question. Provide a sound rationale or theoretical explanation that leads to the hypothesis.
4. Does this present Dr. Ray with an ethical dilemma in any way?

Your response must be a minimum of two pages, not including the title page and reference page. You are required to use your textbook as a reference, as well as one additional source from a credible location. All sources used, including the textbook, must be referenced; paraphrased and quoted material must have accompanying citations per APA guidelines.

Information about accessing the Blackboard Grading Rubric for this assignment is provided below.
Unit III Case Study

For this assignment, read the case study 6.1: “Demand for Gas Guzzlers,” on page 165 of your textbook. Once you have read and reviewed the case scenario, address the following points, using thorough explanations and well-supported rationale:

1. Contrast internal versus external secondary data sources.
2. Utilizing this resource, as well as other secondary data, compile information about recent trends in SUV purchases. Report what you learned, and forecast whether SUV sales are likely to recover or if sales will continue to decline.
3. From the standpoint of an automobile company, what sources of information discussed in Chapter 6 offer relevant secondary data?
4. Are there any ethical implications of a company utilizing either internal or external secondary data?

Your response must be a minimum of two pages, not including the title page and reference page. You are required to use your textbook as a reference, as well as one additional source from a credible location. All sources used, including the textbook, must be referenced; paraphrased and quoted material must have accompanying citations per APA guidelines.

Information about accessing the Blackboard Grading Rubric for this assignment is provided below.

Unit IV Case Study

For this assignment, read the case study “Mazda and Syzygy” on page 231 of your textbook. Once you have read and reviewed the case scenario, address the following points, using thorough explanations and well-supported rationale:

1. What could Mazda learn from eye-tracking software that would be difficult to learn from other observational methods? Would this analysis be considered qualitative or quantitative research? What are the shortcomings of using eye-tracking software? What are the advantages?
2. Discuss the ethical issues involved with the use of observation research described in this case.
3. How might Mazda use questionnaires to evaluate the usability of the website? Would this be considered qualitative or quantitative? What are the shortcomings and the advantages of using questionnaires?
4. Along with eye-tracking observation research and questionnaires, what other research methods could help Mazda assess the usability of its website? Summarize your advice for how Mazda could use complementary methods to obtain a complete understanding of its website usability.

Your response must be a minimum of two pages, not including the title page and reference page. You are required to use your textbook as a reference, as well as one additional source from a credible location. All sources used, including the textbook, must be referenced; paraphrased and quoted material must have accompanying citations per APA guidelines.

Information about accessing the Blackboard Grading Rubric for this assignment is provided below.

Unit V Research Paper

Market Research Report: Introduction

The last half of this course will provide you with the opportunity to take on the role of a market researcher, working for an existing company of your choice (you will use the same company for the entire project). You will conduct primary research based upon a “problem” or “objective” that you perceive within the organization. For instance, a problem might be that a newly introduced product is not producing the projected sales figures. Unit V will begin the Market Research Report with an introduction, including research into the company background and objectives for your research study. Unit VI will continue this report with a discussion around the methodology you will use in your research study. Unit VII will analyze the results of the primary research, and finally, Unit VIII will interpret the results into final conclusions and recommendations.

For this unit’s section of the Market Research Report, you will introduce the company, the product line(s), and the problem or objective that you are attempting to research. Discuss who you will be surveying (sampling). As a reminder, you should be using an existing, real-life company with a research problem based upon your perception. Chapter 16 in the textbook provides a guide for composing an effective Market Research Report, which may be helpful as you begin to construct the introduction.
Your response for this unit should be a minimum of two pages, not including the title page or reference page. References should include your textbook and a minimum of one additional credible reference. All sources used, including the textbook, must be referenced; paraphrased and quoted material must have accompanying citations per APA guidelines.

Information about accessing the Blackboard Grading Rubric for this assignment is provided below.

Unit VI Research Paper

Market Research Report: Research Methodology

For this unit’s section of the Market Research Report, you will develop the methodology that you will use to conduct your primary research, and you will determine the hypothesis. This includes determining the questionnaire design, sampling design(s), and sampling procedures. Analyze the reliability, validity, and generalization. Your textbook will provide guidance on compiling an effective survey instrument that will provide you with adequate data to complete this project. You will include a copy of your questionnaire in the appendix of your report (not included in the minimum page count). Distribute the questionnaire with a goal of retrieving a minimum of 20 valid and credible survey responses. You will use the survey results to complete the Unit VII Assignment.

If you are unable to collect responses from 20 participants, you will be permitted to utilize data from a similar study conducted by other researchers as an alternative; keep in mind, however, that you must still develop and submit the questionnaire of your own design for this unit’s assignment. If you choose to use survey data from a similar study, you may use the CSU Online Library to search for information.

Your response for this unit should be a minimum of three pages, not including the title page, reference page, or appendix. References should include your textbook and a minimum of one additional credible reference. All sources used, including the textbook, must be referenced; paraphrased and quoted material must have accompanying citations per APA guidelines.

Information about accessing the Blackboard Grading Rubric for this assignment is provided below.

Unit VII Research Paper

Market Research Report: Results

Before beginning this unit’s analysis of the results, identify a minimum of three hypotheses that your data will look to test. To begin the analysis of the results, you will enter the data you accumulated into a frequency table, contingency table, or other tabulation table of your choice. Use the appropriate statistical analysis tools, as described in Chapters 14 and 15 (regression analysis is required). Please note that the final discussion around proving/disproving the hypothesis and the conclusion/recommendations (implications) of the study will be added in the Unit VIII Assignment.

Your response for this unit should be a minimum of three pages, not including the title page, reference page, or appendix. References should include your textbook and a minimum of one additional credible reference. All sources used, including the textbook, must be referenced; paraphrased and quoted material must have accompanying citations per APA guidelines.

Information about accessing the Blackboard Grading Rubric for this assignment is provided below.

Unit VIII Research Paper

Market Research Report: Conclusions and Recommendations

For this unit’s section of the Market Research Report, you will identify each of your hypotheses and discuss whether each is proven or disproven based upon your data analysis. Additionally, you will thoroughly discuss the results of your data analysis and the implications for this company. Include recommendations going forward.
Your response for this unit should be a minimum of three pages, not including the title page, reference page, or appendix. References should include your textbook and a minimum of one additional credible reference. All sources used, including the textbook, must be referenced; paraphrased and quoted material must have accompanying citations per APA guidelines.

Information about accessing the Blackboard Grading Rubric for this assignment is provided below.

**APA Guidelines**

The application of the APA writing style shall be practical, functional, and appropriate to each academic level, with the primary purpose being the documentation (citation) of sources. CSU requires that students use APA style for certain papers and projects. Students should always carefully read and follow assignment directions and review the associated grading rubric when available. Students can find CSU’s Citation Guide by clicking [here](#). This document includes examples and sample papers and provides information on how to contact the CSU Success Center.

**Grading Rubrics**

This course utilizes analytic grading rubrics as tools for your professor in assigning grades for all learning activities. Each rubric serves as a guide that communicates the expectations of the learning activity and describes the criteria for each level of achievement. In addition, a rubric is a reference tool that lists evaluation criteria and can help you organize your efforts to meet the requirements of that learning activity. It is imperative for you to familiarize yourself with these rubrics because these are the primary tools your professor uses for assessing learning activities.

Rubric categories include: (1) Assessment (Written Response) and (2) Assignment. However, it is possible that not all of the listed rubric types will be used in a single course (e.g., some courses may not have Assessments).

The Assessment (Written Response) rubric can be found embedded in a link within the directions for each Unit Assessment. However, these rubrics will only be used when written-response questions appear within the Assessment.

Each Assignment type (e.g., article critique, case study, research paper) will have its own rubric. The Assignment rubrics are built into Blackboard, allowing students to review them prior to beginning the Assignment and again once the Assignment has been scored. This rubric can be accessed via the Assignment link located within the unit where it is to be submitted. Students may also access the rubric through the course menu by selecting “Tools” and then “My Grades.”

Again, it is vitally important for you to become familiar with these rubrics because their application to your Assessments and Assignments is the method by which your instructor assigns all grades.

**Communication Forums**

These are non-graded discussion forums that allow you to communicate with your professor and other students. Participation in these discussion forums is encouraged, but not required. You can access these forums with the buttons in the Course Menu. Instructions for subscribing/unsubscribing to these forums are provided below.

Once you have completed Unit VIII, you MUST unsubscribe from the forum; otherwise, you will continue to receive e-mail updates from the forum. You will not be able to unsubscribe after your course end date.

[Click here for instructions on how to subscribe/unsubscribe and post to the Communication Forums.](#)

**Ask the Professor**

This communication forum provides you with an opportunity to ask your professor general or course content questions. Questions may focus on Blackboard locations of online course components, textbook or course content elaboration, additional guidance on assessment requirements, or general advice from other students.

Questions that are specific in nature, such as inquiries regarding assessment/assignment grades or personal accommodation requests, are NOT to be posted on this forum. If you have questions, comments, or concerns of a non-
public nature, please feel free to email your professor. Responses to your post will be addressed or emailed by the professor within 48 hours.

Before posting, please ensure that you have read all relevant course documentation, including the syllabus, assessment/assignment instructions, faculty feedback, and other important information.

**Student Break Room**

This communication forum allows for casual conversation with your classmates. Communication on this forum should always maintain a standard of appropriateness and respect for your fellow classmates. This forum should NOT be used to share assessment answers.

**Grading**

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<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Case Studies (3 @ 15%)</td>
<td>45%</td>
</tr>
<tr>
<td>Research Papers (4 @ 10%)</td>
<td>40%</td>
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<tr>
<td>Unit I Article Review</td>
<td>15%</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
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**Course Schedule/Checklist (PLEASE PRINT)**

The following pages contain a printable Course Schedule to assist you through this course. By following this schedule, you will be assured that you will complete the course within the time allotted.
# MBA 5851, Marketing Research

## Course Schedule

By following this schedule, you will be assured that you will complete the course within the time allotted. Please keep this schedule for reference as you progress through your course.

### Unit I

**Title:** The Role of Market Research

<table>
<thead>
<tr>
<th>Review</th>
<th>☐ Unit Study Guide</th>
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| Read            | ☐ Chapter 1: The Role of Marketing Research  
|                 | ☐ Chapter 2: Harnessing Big Data into Better Decisions |
| Submit          | ☐ Article Review   |

**Notes/Goals:**

### Unit II

**Title:** Ethical Implications of Marketing Research

<table>
<thead>
<tr>
<th>Review</th>
<th>☐ Unit Study Guide</th>
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| Read            | ☐ Chapter 3: The Marketing Research Process  
|                 | ☐ Chapter 4: The Human Side of Marketing Research: Organizational and Ethical Issues |
| Submit          | ☐ Case Study       |

**Notes/Goals:**

### Unit III

**Title:** Qualitative Research and Secondary Resources

<table>
<thead>
<tr>
<th>Review</th>
<th>☐ Unit Study Guide</th>
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| Read            | ☐ Chapter 5: Qualitative Research Tools  
|                 | ☐ Chapter 6: Secondary Data Research in a Digital Age |
| Submit          | ☐ Case Study       |

**Notes/Goals:**
# MBA 5851, Marketing Research

## Course Schedule

### Unit IV
**Research through Observation and Experiment**

**Review:**
- Unit Study Guide

**Read:**
- Chapter 7: Survey Research
- Chapter 8: Observation
- Chapter 9: Conducting Marketing Experiments

**Submit:**
- Case Study

**Notes/Goals:**

### Unit V
**Measurement and Questionnaire Design**

**Review:**
- Unit Study Guide

**Read:**
- Chapter 10: Measurement and Attitude Scaling
- Chapter 11: Questionnaire Design

**Submit:**
- Research Paper

**Notes/Goals:**

### Unit VI
**Sampling and Statistical Theory**

**Review:**
- Unit Study Guide

**Read:**
- Chapter 12: Sampling Designs and Sampling Procedures
- Chapter 13: Big Data Basics: Describing Samples and Populations

**Submit:**
- Research Paper

**Notes/Goals:**

### Unit VII
**Analysis of Data**

**Review:**
- Unit Study Guide

**Read:**
- Chapter 14: Basic Data Analysis
- Chapter 15: Testing for Differences between Groups and for Predictive Relationships

**Submit:**
- Research

**Notes/Goals:**
<table>
<thead>
<tr>
<th>Unit VIII</th>
<th>Communications of Research Results</th>
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<tbody>
<tr>
<td><strong>Review:</strong></td>
<td>☐ Unit Study Guide</td>
</tr>
<tr>
<td><strong>Read:</strong></td>
<td>☐ Chapter 16: Communicating Research Results</td>
</tr>
<tr>
<td><strong>Submit:</strong></td>
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Notes/Goals: