MRKT 4314.794 Spring II 2020

Marketing Research and Information System

Syllabus

Basic Information

Instructor Name: Katelin Barron, MBA

OFFICE: Online

E-MAIL: Barron_k@utpb.edu

OFFICE HOURS:

This course is a Web Course and is conducted within Canvas at http://utpb.instructure.com

Course Catalog Description: Behavioral sciences research methods, social process and structure influences upon marketing activities and their integration as a total system of marketing action.

UTPB Distance Education Policy:

(http://www.utpb.edu/docs/default-source/utpb-docs/academicaffairs/rules-policies-and-

procedures/distance-education-policy.pdf)

Instructional Units:
>   Unit 1. An Introduction to Marketing and Marketing Research Industry?
>   Unit 2. Marketing Research Process and Marketing Research Design
>   Unit 3. Qualitative Research Methods & Quantitative Research Methods
>   Unit 4. Survey Design, Sampling, & Data Collection
>   Unit 5. Descriptive Analysis & Hypothesis Testing
>   Unit 6. Advanced Data Analysis Techniques
>   Unit 7. Writing Marketing Research Reports
>   Unit 8. Concluding the course

Course Prerequisites:

MRKT 3300, and MNGT 2342 or MNGT 3302 or MNGT 3402 or equivalent. Please ensure that

you have the prerequisites as a check will be done after the class starts, and anytime if it is

discovered that you don't have the prerequisites, you may be dropped. Course Catalog

Description: Behavioral sciences research methods, social process and structure influences upon

marketing activities and their integration as a total system of marketing action.

Learning Objectives:

- A clear and holistic mastery of the marketing research
- Knowledge of the different components of a marketing research plan
- A clear mastery of the application of the marketing research plan and all its subcomponents with respect to Skill Development in strategy formulation, and applying the steps and the processes in data analysis.
- The course will be taught in part using an experiential learning approach. If you have a problem participating in marketing research activities out

Required Materials:

- Barker, Marketing Research, Burns & Bush
- 7th Edition
- ISBN-13: 978-0133074673
- Prentice Hall
- Supplemental/Optional readings/books: available online and through UTPB Online Library resources as noted on the syllabus and in the course reading list.

The University has extended and expanded its contract with Respondus Monitor which will provide online UTPB faculty with an electronic test proctoring service that also can serve as a second method of student authentication. Respondus Monitor (which some UTPB faculty already employ) both locks down the student's browser preventing them from accessing the web or their computer files during an exam and video records the student during the exam period. Students present their ID into the camera (which UTPB requires for all online courses) to authenticate themselves, and the camera records the student and their surrounding environment during the test. To learn more about Respondus Monitor and see a 3 minute video about how it works you can visit: www.respondus.com/products/monitor

Schedule and Grading:

Course Activity	Points	% of Total	Due date (2018)	Time allowed
Marketing plan	150		4/26/2020 by 11:59 P.M. (CST)	
Narrated PPT presentation of Marketing Plan	50		4/26/2020 by 11:59 P.M. (CST)	
Exam 1; Ch 1-4; 60 questions	180		4/30/2020 by 11:59 P.M. (CST)	90 mins
Exam 2; Ch 5-8; 60 questions	180		4/30/2020 by 11:59 P.M. (CST)	90 mins
Exam 3; Ch 9-12; 60 questions	180	18%	4/30/2020 by 11:59 P.M. (CST)	90 mins
Exam 4; Ch 13-16; 60 questions	180		4/30/2020 by 11:59 P.M. (CST)	90 mins
Discussion Board 1	45	4.5%	3/22/2020 by 11:59 P.M. (CST)	
Discussion Board 2	45	4.5%	4/5/2020 by 11:59 P.M. (CST)	
Discussion Board 3	45	4.5%	4/12/2020 by 11:59 P.M. (CST)	
Discussion Board 4	45	4.5%	4/19/2020 by 11:59 P.M. (CST)	

All deadlines at 11.59 pm on the date mentioned; All due dates are US Central Time.

Grading Scale:	Letter Grade
900 -1000 (90% -100%)	A
800 – 899(80% - 89%)	B
700 – 799 (70% -79%)	C
600 – 699 (60% - 69%)	D
Less than 600 (59% - 0%)	F

Communication, Grading & Feedback: *Preferred method of contact is email. I will respond to all emails with 48 hours, there may be a delay on weekends.*

Policies

1. **Discussion Board**: Discussion Board is primarily for discussing course related topics and issues.

   Best practices are:

   a. Read all message postings in online discussion.

   b. Respond to the question directly

   c. Reply to minimum of two other student posts.

   d. Use a person's name in the body of your message when you reply to their message.

   e. Avoid postings that are limited to 'I agree' or 'great idea', etc.

   f. Ensure responses to questions are meaningful, reflective.

   g. Support statements with concepts from course readings, refer to personal experience, examples.

   h. Follow **Rules of Behavior.**

Specific Instructions for discussion boards:

For each graded discussion question, first, you must respond to the question directly and second, you must read the other students posts and reply to at least two other students responses. You must ensure that the responses to the questions are meaningful, reflective, refer to personal experience and support your course readings. Avoid postings that are limited to 'I agree' or 'great idea', etc. If you agree (or disagree) with a posting then say why you agree by supporting your statement with concepts from the readings or by bringing in a related example or experience.

Discussion Board Information

Discussion boards in this course will be used to measure set learning objectives. These boards additionally serve as collaboration mechanisms between students. The purpose of discussion boards is first to answer the asked question (s). Secondly, students need to read through all classmates post. By reading each students initial thread students will expand their understanding of various elements presented within the discussion boards. This furthermore increases knowledge exchange and increases knowledge retention. Lastly, students are required to interact with their fellow classmates. This interaction is to be taken serious and is a major portion of the discussion board grade. Please make sure you following the discussion board requirements which are listed below.

Discussion Board: Discussion Board is primarily for discussing course related topics and issues.

Requirements

1. Read all message postings in online discussion.
2. Respond to the question (s) directly
3. Reply to minimum of two other student posts.
4. Use a person's name in the body of your message when you reply to their message.
5. Avoid postings that are limited to 'I agree' or 'great idea', etc.
6. Ensure responses to questions are meaningful, reflective.
7. Support statements with concepts from course readings, refer to personal experience, examples. Specifically, each question asked must include a scholarly reference to include validation. This means you must use the library database and research the topic or a concept you are relating to you topic within the database. You will need to include parenthetical citation as well as a reference list at the end of your initial post. For example, if discussion board 1 ask three questions you must have a minimum of **three references** included into your answer. You may **not** use the same reference for multiple questions. Please note that all formatting

in the discussion board as well as in the course are to follow APA 6th edition standards. For more information regarding these standards please visit: https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_style_introduction.html.

8. Follow **Rules of Behavior**
9. Initial post must be between 100-200 words per question. This means if there are three primary questions for the noted discussion board that a minimum of 300 words is required.
10. Replies to fellow classmates must be between 75-100 words. Ultimately, this means you are note able to reply with "Great post I agree". The reply must be something of substance. Furthermore, the reply must include one scholarly reference that was not utilized in your initial post. The reply will follow APA 6th edition formatting standards and must include parenthetical citation as well as a reference list at the end of the reply.

2. **Rules of Behavior:** Discussion areas are public to every student in this class (including your instructor) who will see what you write. Please pay attention to the language you use and adhere to the following guidelines:

- Do not post anything too personal.
- Do not use language that is inappropriate for a classroom setting or prejudicial in regard to gender, race, or ethnicity.
- Do not use all caps in the message box unless you are emphasizing (it is considered shouting).
- Be courteous and respectful to other people on the list
- Do not overuse acronyms like you would use in text messaging. Some of the list participants may not be familiar with acronyms.
- Use line breaks and paragraphs in long responses.
- Write your full name at the end of the posting.
- Be careful with sarcasm and subtle humor; one person's joke is another person's insult.

3. **Make-Up/Late Submission Policy:**

   Describe make-up and late policy. Example: All course activities must be submitted before or on set due dates and times. If the student is unable to abide by the due dates and times, it is her/his responsibility to contact the instructor immediately.

4. **Academic Dishonesty/Plagiarism/Cheating:** The academic community regards academic dishonesty as an extremely serious matter, with serious consequences. Any effort to gain an advantage not given to all students is dishonest whether or not the effort is successful. Any suspicion of academic dishonesty will be reported and investigated. A student who engages in scholastic dishonesty that includes, but is not limited to cheating, plagiarism, and collusion will receive an "F" for the course.

   All persons involved in academic dishonesty will be disciplined in accordance with University regulations and procedures. For complete information on UTPB student conduct and discipline procedures consult the university's handbook at: http://ss.utpb.edu/dean-of-students/scholastic-dishonesty/

   Academic dishonesty includes, but is not limited to cheating, plagiarism, collusion, falsifying academic records, misrepresenting facts, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give unfair advantage to a student such as, but not limited to, submission of essentially the same written assignment for two courses without the prior permission of the instructor, or the attempt to commit such acts.

   Plagiarism includes, but is not limited to the appropriation of, buying, receiving as a gift, or obtaining by any means material that is attributable in whole or in part to another source, including words, ideas, illustrations, structure, computer code, other expression and media, and presenting that material as one's own academic work being offered for credit.

7. **Attendance and Class Participation:** Regular and active participation is an essential, unmistakably important aspect of this online course. Students will log on a minimum of

three times every seven days. All students are expected to do the work assigned, notify the instructor when emergencies arise.

8. **Tracking:** The learning management systems have a tracking features. Statistics are collected that quantifies how often and when students are active in the course and provides information if the student has accessed different pages of the course.

9. **Absenteeism:** All the course activities have set dates to be completed and submitted. After the due dates the activities will not be available for the students. Not logging into an online course is considered absenteeism. Contact instructor immediately in case of emergency medical situation.

5. **Course Incomplete/Withdrawal/Grade Appeal:**

All students are required to complete the course within the semester they are signed up. Incomplete grades for the course are rarely given, will only be granted if the student provides a valid, documented excuse for not being able to complete the course on time, and has contacted the instructor prior to the scheduled last class to request an extension. The student signs a contract that includes the incomplete course activities and the new due dates.

Find information and dates regarding drops and withdrawals at http://www.utpb.edu/services/academic-affairs/office-of-the-registrar/adds-drops

For grade appeal process go to http://www.utpb.edu/campus-life/dean-of-students/grievances.

NOTE: The due dates and times for the activities will adhere to the Central Time Zone.

6. **Accommodation for Students with Disabilities:**

Students with Disabilities: The University of Texas of the Permian Basin in compliance with the Americans with Disabilities Act and Section 504 of the Rehabilitation Act provides "reasonable accommodations" to students with disabilities. Any student with a disability who

is requesting an accommodation for this course must provide the instructor with official documentation in the form of a letter from the ADA Officer for Students. Only those students who have officially documented a need for an accommodation will have their request honored. ***Adapted from UTSA ADA syllabus statement.***

ADA Officer for Students: Mr. Paul Leverington
Address: Mesa Building 4243 /4901 E. University, Odessa, TX 79762
Voice Telephone: 432-552-4696
Email: ada@utpb.edu

7. Computer Skills, Technical & Software Requirements

Attendance and Class Participation

Regular and active participation is an essential, unmistakably important aspect of this online course. Students will log on a minimum of three times every seven days. All students are expected to do the work assigned, notify the instructor when emergencies arise.

Tracking

The learning management systems have a tracking features. Statistics are collected that quantifies how often and when students are active in the course and provides information if the student has accessed different pages of the course.

Absenteeism

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Find information and dates regarding drops and withdrawals consult the University Handbook: Drops and Withdrawals and Appeal Process.

Accommodation for Students with Disabilities

Students with Disabilities: The University of Texas of the Permian Basin in compliance with the Americans with Disabilities Act and Section 504 of the Rehabilitation Act provides "reasonable accommodations" to students with disabilities. Any student with a disability who is requesting an accommodation for this course must provide the instructor with official documentation in the form of a letter from the ADA Officer for Students. Only those students who have officially documented a need for an accommodation will have their request honored.. **Adapted from UTSA ADA syllabus statement.**

> **ADA Officer for Students:** Mr. Paul Leverington
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>
> **Email:** ada@utpb.edu

For the accessibility and privacy statements of external tools used within courses, go to Accessibility and Privacy Statements.

Computer Skills, Technical & Software Requirements

This course requires basic proficiency in the use of Word to create and edit documents, and to save and submit files. Students also need basic proficiency in receiving, sending, and attaching files to email, and in the use of Internet search tools. In order to submit photo identification (mentioned in the section concerning online student authentication), students will need access to a camera or a camera phone.

Students can use cloud version of Word, PowerPoint and other Microsoft products through use of their UTPB Outlook 365 and UTPB email address. For more information refer to UTPB Office 365 Page.

Computer Technical Requirements

See Technical Requirements.

Online Student Authentication

> UTPB requires that each student who registers for an online course is the same student who participates in, completes, and receives credit for the course. UTPB's Distance Education Policy requires faculty members to employ at least two methods of verification to ensure student identities. To access online courses students must login to the UTPB learning management system using their unique personal identifying username and secure password. UTPB's Distance Education Policy requires at least one additional student identification method within the course that has been determined and approved by the faculty or academic program. This course satisfies the second method of student authentication by:

- Proctored exams using an approved photo ID*.

- Presentation of approved photo ID* through a web cam and video recorded proctoring during assessment (Respondus Monitor)

*Approved photo identifications are: passports, government issued identification, driver's licenses, military ID from DoD; dual credit and early college high school students use school district identifications.

Using LockDown Browser & Respondus Monitor for Online Exams

This course requires the use of LockDown Browser and Monitor for online exams. Watch this short video to get a basic understanding of LockDown Browser and Monitor.

Download and install LockDown Browser.

To take an online test, open LockDown Browser which opens Canvas and navigate to the exam. (You cannot access the exam with a standard web browser.)
When taking an online exam, follow these guidelines:

- Setup web cam for exams using Monitor.
- Ensure you're in a location where you won't be interrupted.
- Turn off all mobile devices, phones, etc.
- Clear your desk of all external materials — books, papers, other computers, or devices.
- Remain at your desk or workstation for the duration of the test.
- LockDown Browser will prevent you from accessing other websites or applications; you will be unable to exit the test until all questions are completed and submitted.

Preparation for Emergencies

Computer Crash

Not having a working computer or a crashed computer during the semester will NOT be considered as an acceptable reason for not completing course activities at a scheduled time. NOTE: Identify a second computer before the semester begins, that you can use when/if your personal computer crashes.

Complete Loss of Contact

If you lose contact with course connectivity completely (i.e. you cannot contact me via Canvas or email), you need to call instructor, and leave message regarding connectivity loss and contact information.

Lost/Corrupt/Missing Files

You must keep/save a copy of every project/assignment on an external drive, UTPB Outlook 365 OneDrive, or personal computer. In the event of any kind of failure (e.g. virus infection,

student's own computer crashes, loss of files in cyberspace, etc.) or any contradictions/problems, you may be required to resubmit the files.

End-of-Course Evaluation & Instructor Evaluation

Every student is encouraged to complete an end-of-course evaluation/survey provided by UTPB. During the last few weeks of class, you will receive an announcement through email notifying you that the Course/Instructor Survey is available. You may follow the link in the email to complete the survey using the same credentials to access your courses here. When entering the emailed Survey link you will see a list of surveys for you to complete. Another way to find End-of-Course Evaluations is through you my.utpb.edu account > My Surveys & Evaluations are on the first page after you login.

The survey is anonymous and your responses are confidential. Your feedback is critical to us and to your instructor as we strive to improve our offerings, and our support of you, the students.

Student Support Services

SERVICE	CONTACT
ADA Accommodation/Support	Testing Services & Academic Accommodations Department (432) 552-4696
Advising	UTPB E-Advisor (432) 552-2661 UTPB Academic Advising Center
Bookstore	UTPB Campus Bookstore (432) 552-0220
Email, Outlook 365, my.utpb.edu	Information Resources Division (IRD)
Financial Aid and Scholarship	UTPB Financial Aid (432) 552-2620
Library	The J. Conrad Dunagan Library Online at (432) 552-2370
Registrar	UTPB Registrar (432) 552-2635
Student Services	Dean of Students (432) 552-2600
Technical Support	Canvas 1-866-437-0867

SERVICE	CONTACT
Tutoring & Learning Resources	If you are taking courses through UTPB the following links provide services: Smarthinking Online Tutoring (provides tutoring services), SmarterMeasure (measures learner readiness for online course).

Disclaimer & Rights

Information contained in this syllabus was to the best knowledge of the instructor considered correct and complete when distributed for use in the beginning of the semester. However, the instructor reserves the right, acting within the policies and procedures of UTPB to make changes in the course content or instructional techniques without notice or obligation. The students will be informed about the changes, if any.

Copyright Statement

Many of the materials that are posted within UTPB courses are protected by copyright law. These materials are only for the use of students enrolled in the course and only for the purpose of the course. They may not be further retained or disseminated.

Do and Don'ts's in the online class:

1. Plagiarism:

   Make sure you learn something about plagiarism, not knowing enough is not a reason for you to be condoned. There is enough material about plagiarism on the net and as a student you should be aware that all work should be cited in the document and also in a bibliography. All submissions are automatically run through the plagiarism check software, and a report is generated for us. The project is on a new company you may need to develop for the purposes of this class. Make sure you submit a bibliography for the project. Please see this website: http://www.utpb.edu/campus-life/dean-of-students/student-conduct/section-1-3. Anti-plagiarism software such as Turnitin or SafeAssign is a standard method the UTPB uses to control for plagiarism.

2. Discussion Board:

   No cut and paste job on the Discussion boards. The discussion boards are like class discussions, you don't read from a book or article when discussing in class. If you use info from an article you may like to refer to it, and that is ok.

3. Exam reset/Internet problems:

   If you have problem with your exam or accessing the lockdown browser you need to contact support immediately. If you are kicked out of your exam and did not finish, do not contact the instructor first. You first step is to file a trouble ticket. If the REACH department can help you with your problem they will, otherwise the instructor will investigate your problem. Failure to file a ticket will result in the exam not being reset and the grade that was originally given will stand. Your instructor will not step in to help assist in the matter until you have filed a ticket. If you experience a power outage you will need to contact your service provider and receive documentation of the outage and supply the documentation to your instructor. Not having a working computer or a crashed computer during the semester will NOT be considered as an acceptable reason for not completing course activities at a scheduled time. NOTE: Identify a second computer before the semester begins, that you can use when/if your personal computer crashes. You are to check your equipment before you began the exam to ensure this does not happen. You can file a ticket at:

   http://bbcrm.edusupportcenter.com/ics/support/default.asp?deptID=8376

4. The University of Texas of the Permian Basin (UTPB) maintains policies and procedures to ensure that each student who registers for a distance or correspondence course is the same student who participates in, completes, and receives credit for the course. UTPB's Distance Education Policy requires faculty members to authenticate student identity by employing at least two methods of verification. To access online courses students must login to the Blackboard learning management system to establish their identity by using their unique personal identifying username login and a secure password.

5. UTPB's Distance Education Policy requires at least one additional student identification method within the course that has been determined and approved by the faculty and academic program. This course satisfies the second method of student authentication by Synchronous/asynchronous video activities against an approved photo ID; LockDown Browser

(http://www.utpb.edu/docs/default-source/utpb-docs/academicaffairs/rules-policies-and-procedures/distance-education-policy.pdf)