MKTG 470: Marketing Research  
Summer 2013  
Mondays and Wednesdays 5:30pm to 9:55pm

Instructor: Iana A. Castro, Ph.D.  
Office Hours: Before and After Class, By Appointment  
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Course Materials
• Required Textbook: Basic Marketing Research, Churchill, Brown, Suter, 7th Edition  
• Required Software:  
  o Qualtrics – A high-powered online survey creation tool. FREE access for SDSU students. Create your account here: https://sdsubusiness.qualtrics.com/ControlPanel/  
• Recommended: IBM SPSS – powerful statistics software commonly used in the marketing research field.  
  ▪ You have multiple options for accessing SPSS:  
    • Option 1 – Purchase a one-year license of the IBM SPSS Statistics Base GradPack 21.0. I recommend you buy this from the SDSU bookstore and NOT online, previous students have reported massive delays / issues when dealing with online vendors. The GradPack can be installed on TWO machines (Mac or PC).  
      o Important for Mac Users: If you have an older Mac, check to ensure you have all the necessary software requirements to run SPSS. (system requirements link: http://ibm.co/VQMzPo)  
    • Option 2 – Don’t buy anything, use the library computers. All computers in the library now have SPSS on them. The advantage of this approach is it is free; however, you will not be able to work on SPSS at home.  
    • Option 3 – Use computers available during class time.

Class Website
The website for this course is on the Blackboard system: http://blackboard.sdsu.edu/

Prerequisites
Completion of lower division courses in the major or minor and a minimum grade of C (2.0) in Management Information Systems 301 and Marketing 370. Proof of completion of prerequisites is required, no exceptions.

Purpose of the Course
Marketing managers assess, purchase and use marketing research to make a wide range of decisions, in areas such as product development, sales management, retailing management, and advertising and promotions, among others. To be able to do this competently, you need to know what marketing research offers, what research methods are appropriate for different types of problems, and how results should be interpreted. The objective of this course is to give you the knowledge and skills, as a future marketing manager, to make decisions in your specification, evaluation and application of marketing research.
BSBA Program Goals
BSBA students will graduate being:

- Effective communicators
- Critical thinkers
- Able to analyze ethical problems
- Global in their perspective
- Knowledgeable about the essentials of business

MKTG 470 contributes to these goals through its student learning outcomes. Specifically, students will be able to:

1. Describe marketing research, what types of information it can provide, and how it is used by marketing management.
2. Identify and explain alternative research methods and their relative strengths and weaknesses.
3. Identify and describe types of measurement techniques and data collection methods.
4. Analyze data obtained through marketing research using the SPSS software.
5. Write a marketing research report and make an oral presentation of the research results.
6. Make sound tactical and strategic business decisions based on the proper interpretation of marketing research results.

Grades
Your course grade will be determined entirely by your performance on the exams and individual and group assignments. Therefore, I cannot adjust grades due to factors outside of the course (e.g. GPA trouble, work conflicts, personal problems, etc.).

<table>
<thead>
<tr>
<th>Requirements</th>
<th>% of Grade</th>
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<tbody>
<tr>
<td>In-Class Applications, Participation &amp; Attendance</td>
<td>15%</td>
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<tr>
<td>Group Assignments</td>
<td>40%</td>
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<tr>
<td>Three Quizzes</td>
<td>30%</td>
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<tr>
<td>Cumulative Final Exam</td>
<td>15%</td>
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<tr>
<td>TOTAL</td>
<td>100%</td>
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Letter grades will be assigned at the end of the course using the following scale:

- 97%-100% A+
- 93%-96.99% A
- 90%-92.99% A-
- 87%-89.99% B+
- 83%-86.99% B
- 80%-82.99% B-
- 77%-79.99% C+
- 70%-76.99% C
- 60%-69.99% D
Lectures, In-Class Applications and Participation

Lectures will build on the terminology found in the text and provide students with a deeper understanding of important concepts. PowerPoint presentations used in class will be available on the course BlackBoard site under Course Documents. You are encouraged to download them prior to class to facilitate note taking.

Attendance and class participation are expected and are essential for success in the course. They will make up 15% of your grade. In-class applications will be comprised of group exercises, videos, articles and case analyses and will require your attendance and participation in order to fully understand the material, which may be included in the exams. Completing these activities in order to actively participate in the discussion will count towards class participation. Also, attendance on presentation days at the end of the semester is important and will be counted. Attendance will also be taken randomly during the semester.

Examinations

There will be three quizzes during the semester, each worth 10% of your course grade and a final exam worth 15% of your course grade. Quizzes and exams will consist of a mixture of multiple choice and short answer questions. They will cover material from the text, lectures, group exercises, assignments, cases, videos and class discussions. You are responsible for all of the material presented in the reading assignments, even if the material is not discussed in class. Make-up exams will be given at the discretion of the instructor. However, no make-up exams will be given unless the student notifies the instructor in advance with a documented university-approved excuse.

Group Assignments

An important aspect of the course is a group project. Each group will consist of up to 5 people. Groups will be formed at the beginning of the semester. The project will require that you turn in a written report and give an in-class presentation. Each team member is expected to contribute equally to the paper as well as to the presentation. Your final project grade will be based on your written report and your presentation. More explicit details about the group project are provided in a separate handout. The group project will account for 40% of your course grade.

Late Assignments Policy

All assignments are due at the beginning of class on the due date (unless otherwise stated). Five percentage points will be taken off for assignments turned in during the class period. Ten percentage points will be taken off for assignments turned in after class on the due date and ten percentage points will be taken off each additional day that the assignment is late.

Re-Grade Policy

If you strongly feel that your test/assignment was misunderstood or graded incorrectly, then I will re-grade the entire test/assignment. Re-grade requests must be submitted in writing within five days of the assignment’s return to students. Your grade may go up, or it may go down. Of course, if there is a mathematical error, then I will correct it. I will re-grade a maximum of two assignments per student/group per semester.
**Academic Integrity**

The SDSU Honor code will be strictly enforced. For additional information, please review the SDSU Senate Policy file, available from the Center for Student Rights and Responsibilities. If you have any questions regarding the definition of allowable behavior, it is your responsibility to ask for clarification prior to engaging in the collaboration. Academic integrity violations will result in an “F” in the course.

**Professional Behavior**

1. **Attendance:** Students are expected to attend each class session.
2. **Punctuality:** Students are expected to arrive and be seated prior to the start of each class session.
3. **Behavior:** Classroom interaction will be conducted in a spirited manner but always while displaying professional courtesy and personal respect.
4. **Preparation:** Students are expected to complete the readings, case preparations and other assignments prior to each class session and to be prepared to actively participate in class discussion.
5. **Distractions:**
   a. *Exiting and Entering:* Students are expected to remain in the classroom for the duration of the class session unless an urgent need arises or prior arrangements have been made with the professor.
   b. *Laptop, Cell Phone, and Other Electronic Device Usage:* The use of laptops, cell phones, or other electronic devices is not permitted during lectures.

**Amendments**

I reserve the right to make changes to the course syllabus or course schedule at any time during the semester. Students will be notified of changes either in class, via email, and/or through Blackboard announcements.

**Department Policy**

Any student whose name is on the initial class roster and who fails to attend class for at least one of the first two class meetings may be administratively dropped from the course. Another student will fill the resulting opening in the class roster.

**Disabilities**

Reasonable accommodations will be made for students with verifiable disabilities. Students who qualify for accommodations must register through SDSU Student Disability Resource Center (SDRC). Their staff members will assist me in arranging appropriate accommodations.

**Problems**

I encourage you to make an appointment to see me if you incur any difficulties with MKTG 470 – but please approach me early in the problem so that we can work together to create the opportunities for you to succeed. If you wait until the end of the semester, it may be too late to take any effective action.