MKTG 5250.007 Info for Strategic Marketing Decisions

Fall 2013 offered via UNT Blackboard Learn

Office Hours: MW 11-1, F 11-12 OR by appointment
must post assignment questions to Blackboard DB!

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UNT Catalog Description: MKTG 5250. Information for Strategic Marketing Decisions. 3 hours.
Overview of methods for conducting market research. Research methodology topics covered include why and when to do marketing research; data types, sources and collection methods; sampling; and data analysis techniques. Use of the Internet as a major resource for conducting market research.
Prerequisite(s): MKTG 5150 and DSCI 5010; DSCI 5180 is recommended; or consent of department.

Course Objective:
To provide an understanding of the marketing research process and its role in solving marketing problems for organizations. More specifically, we will try to:

1. Understand the role of Marketing Research in decision making.
2. Learn the principles of good questionnaire design.
3. Learn the process of research design through collection of actual data.
4. Learn to analyze data through simple, but very effective statistical techniques.
5. Learn effective ways of presenting the results of data analysis.
6. Complete an overview of more advanced tools of data analysis, and
7. Hands-on learning by completing 2-6 above in the context of a client-based MR project.

Text and Other Needed Material:
REQUIRED: Marketing Research 6/e by Malhotra (http://www.tinyurl.com/Malhotra6e) is mandatory. You may choose the physical book or the significantly less expensive, 6-month access, electronic version. The book is a vital and mandatory resource for accessing copyright-protected course materials and also for the exams, quizzes and several graded assignments.

Since the e-book resides on the Internet, you should be able to access your copy from any computer or other Net-compatible device, such as i-phone, i-pad etc. The publisher has implemented an offline access facility as well and also allows you to “try before buy” (http://tinyurl.com/ebookFreeTrial.)

Adobe Acrobat (the software that creates pdf files) and SPSS (the required statistical package for this class) may both be accessed through the COB Virtual Lab via Blackboard External Links. The virtual labs can also be accessed at: http://www.cob.unt.edu/lab/virtuallab.php. Watch the Audio+Video demo.

OPTIONAL: You might want to purchase the time-limited SPSS Grad Pack (Base version is adequate for our class) and run all statistical analysis on your own machine instead of using the COB virtual lab. Based on past student feedback, this is a strongly recommended alternative, since the virtual lab might get real busy (and slow), especially towards the end of the semester, when your own ability to access SPSS is very critical for this class! Please see the Text Book link on Blackboard.

Qualtrics: DO NOT purchase the Qualtrics option from Pearson. You can access COB-licensed Qualtrics. See later for details on creating your Qualtrics account and/or watch the A+V demo.
Your EagleConnect or Eaglemail (yourname@my.unt.edu) e-mail account:

Please email me at ganesh@unt.edu ONLY on personal matters. Course questions must be posted to the Discussion Board. I might also email you on occasion. This will go to your Eaglemail account. In Blackboard, you may auto forward such emails to your preferred address via My Places at the top of the screen, then Personal Information followed by Edit Personal Information. You are responsible for ensuring that my emails reach you.

The “I am Here” survey:

You are required to complete the “I am here” survey via the Blackboard Learn MKTG 5250 course website. I shall drop students who fail to do this by September 16th, 2013.

Important Drop Dates:

It is the student’s responsibility to initiate the paperwork for drops!

Drop date for NOT completing “I am Here” survey on Blackboard: Sep. 16th, 2013
Student without instructor permission: Sep. 11th, 2013
Student with permission and automatic W: Oct. 8th, 2013
Student with permission (W or WF, grade-to-date): Nov. 6th, 2013

Grading System:

3 Graded Assignments 300 points
Open-book Online Chapter Quizzes (“restricted” best 5 of 6, see details later) 500
Open-book Final Exam on Multivariate Analyses 200
Earnable bonus points (see details later) 20
TOTAL 1,000 points

Graded Assignments (see Blackboard for full details):

GA 1 (50) Secondary Sources Assignment
GA 2 (100) Design of a Qualtrics Survey for data collection
GA 3 (150) Basic Data Analysis on your survey

Students may consult each other (via the Discussion Board) but must do their own work on these.

Online Chapter Quizzes (accessed via the Quizzes and Examinations link):

Six online quizzes, customized for each student by drawing questions randomly from large pools, will be scheduled during the first two months of the semester and the “restricted best five” will count towards your grade. Consultation among students is NOT permitted for these quizzes. Missed quizzes shall not be rescheduled, under any circumstance. Details are provided later in this handout.

End-of-semester Letter Grades:

Cutoffs for letter grade:

90%+ = A Means "Excellent" 60% - 69% = D or F Means "Failing"
80% - 89% = B Means "Good" less than 60% = F Means "Failing"
70% - 79% = C Means "Passing"
Submitting Assignments:

Electronic submission of a properly formatted Adobe pdf or Word .docx file, as specified in the handout for each assignment, is the required submission mode for all graded work. Printing to pdf requires access to the Adobe Acrobat software either at your work/home OR via the COB Virtual Labs. I have placed on Blackboard an Audio+Video demonstration of how to print (and assemble, if necessary) a Word, an Excel and a PowerPoint as pdf files. The deadline for electronic submission is always 11:59 p.m. on a Wednesday. While I shall allow you to submit your assignment “late” until 11:59 p.m. on the immediate Thursday that follows, please do not make that a routine!

No assignment will be accepted, after it is graded and returned to the rest of the class. Your grade will be zero for that assignment! YOU are responsible for bringing discrepancies etc. to my attention asap! If you wait until the end of the semester, it is TOO late!

Failure to submit ANY assignment or take any of the required 5 quizzes will result in the loss of ALL exam curves, doles and other considerations.

Presentation and academic honesty requirements for assignments:

I expect a superior level of compliance from graduate students with the specific, detailed requirements of each assignment. Your submission must look really professional! Please note:

1. Professional presentation means word-processed, laser-printed, neatly organized finished product that has been proofread for spelling and grammar.

2. Poor writing, three or more grammatical and spelling errors and/or aspects of poor presentation will result in a minimum penalty of one letter grade. If English is not your primary language, it is your responsibility to have your assignment proofread by someone for whom it is.

3. Individual effort is expected. On individual assignments, efforts of two students should not look “too similar”. Any evidence to the contrary will result in severe penalties. This does not preclude reasonable consultations, e.g. “how did you do this?”, via the Blackboard Discussion Board. Please refer to the UNT Academic Integrity Policy, attached.

ADA Compliance:

COB complies with the Americans with Disabilities Act in making reasonable accommodation for qualified students with a disability. If you would like to request a special arrangement, please let me know.
**Important Notice International Students on the F-1 visa**

To comply with immigration regulations, an F-1 visa holder within the United States may need to engage in an on-campus experiential component for this course. This component (which must be approved in advance by the instructor) can include activities such as taking an on-campus exam, participating in an on-campus lecture or lab activity, or other on-campus experience integral to the completion of this course. If such an on-campus activity is required, it is the student’s responsibility to do the following:

1. Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.

2. Ensure that the activity on campus takes place and the instructor documents it in writing with a notice sent to the International Advising Office. The UNT International Advising Office has a form available that you may use for this purpose.

Because the decision may have serious immigration consequences, if an F-1 student is unsure about his or her need to participate in an on-campus experiential component for this course, s/he should contact the UNT International Advising Office (telephone 940-565-2195 or email international@unt.edu) to get clarification before the one-week deadline.

**Additional notes to F-1 students:**

It is my understanding that F-1 students are not allowed to take more than a certain number of classes via online delivery. Please clarify with the UNT International Advising Office (telephone 940-565-2195 or email international@unt.edu.)

In the present circumstances, and as a former International Student, I strongly advise all international students to be in full, 100% compliance with U.S. Immigration rules and requirements that govern International Students. If you do, there will be no hassles whatsoever and you can concentrate on your main purpose of being here, i.e. to study!
### TENTATIVE Schedule for the Semester

Note: This is just a rough outline of where you need to be on the timeline. Naturally, it is quite OK to be ahead! In fact, it might be helpful to have some extra time available for Modules 06 (Chapters 11 and 12), and 08 thru 12 (Chapters 15-21). These constitute the "quantitative" material.

<table>
<thead>
<tr>
<th>Week</th>
<th>Module</th>
<th>Book Chapter</th>
<th>Topic</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aug 26&lt;sup&gt;th&lt;/sup&gt;</td>
<td>MR01</td>
<td>01</td>
<td>Need for MR and the Value of Information</td>
<td></td>
</tr>
<tr>
<td>Sep 02</td>
<td>MR02</td>
<td>02 and 03</td>
<td>The MR problem and the Research Design</td>
<td></td>
</tr>
<tr>
<td>Sep 09</td>
<td>MR03</td>
<td>04</td>
<td>Exploratory Research: Secondary Data</td>
<td>*GA 1</td>
</tr>
<tr>
<td></td>
<td>MR03</td>
<td>05</td>
<td>Exploratory Research: Qualitative Sources~</td>
<td></td>
</tr>
<tr>
<td>Sep 16</td>
<td>MR04</td>
<td>06 and 07</td>
<td>Primary Data: Descriptive and Causal Research</td>
<td></td>
</tr>
<tr>
<td>Sep 23</td>
<td>MR05</td>
<td>08 and 09</td>
<td>Measurement, Scaling and Survey Design</td>
<td>*GA 2</td>
</tr>
<tr>
<td></td>
<td>MR05</td>
<td>10</td>
<td>Measurement, Scaling and Survey Design</td>
<td>*GA 2</td>
</tr>
<tr>
<td>Sep 30</td>
<td>MR06a</td>
<td>11</td>
<td>Sampling Issues: Design</td>
<td></td>
</tr>
<tr>
<td>Oct 07</td>
<td>MR06b</td>
<td>12</td>
<td>Sampling Issues: Sample Size~</td>
<td></td>
</tr>
<tr>
<td>Oct 14&lt;sup&gt;#&lt;/sup&gt;</td>
<td>MR07&lt;sup&gt;*&lt;/sup&gt;</td>
<td>13 and 14</td>
<td>Field Work and Data Preparation Issues</td>
<td>*GA 3</td>
</tr>
<tr>
<td></td>
<td>MR08&lt;sup&gt;*&lt;/sup&gt;</td>
<td>15</td>
<td>Frequency Distributions and Cross Tabulations~</td>
<td>*GA 3</td>
</tr>
<tr>
<td>Oct 21</td>
<td>MR08&lt;sup&gt;*&lt;/sup&gt;</td>
<td>15</td>
<td>Hypothesis Testing in MR~</td>
<td></td>
</tr>
<tr>
<td>Oct 28</td>
<td>MR09&lt;sup&gt;*&lt;/sup&gt;</td>
<td>16</td>
<td>Analysis of Variance and Covariance~</td>
<td></td>
</tr>
<tr>
<td>Nov 04</td>
<td>MR10&lt;sup&gt;*&lt;/sup&gt;</td>
<td>17</td>
<td>Correlation and Regression~</td>
<td></td>
</tr>
<tr>
<td>Nov 11</td>
<td>MR11&lt;sup&gt;*&lt;/sup&gt;</td>
<td>18</td>
<td>Discriminant Analysis and Logistic Regression~</td>
<td></td>
</tr>
<tr>
<td>Nov 18</td>
<td>MR11&lt;sup&gt;*&lt;/sup&gt;</td>
<td>19</td>
<td>Factor Analysis~</td>
<td></td>
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<tr>
<td>Nov 25</td>
<td>MR11&lt;sup&gt;*&lt;/sup&gt;</td>
<td>20</td>
<td>Cluster Analysis~</td>
<td></td>
</tr>
<tr>
<td>Dec 02</td>
<td>MR12&lt;sup&gt;*&lt;/sup&gt;</td>
<td>21</td>
<td>Multidimensional Scaling~</td>
<td></td>
</tr>
<tr>
<td></td>
<td>MR12&lt;sup&gt;*&lt;/sup&gt;</td>
<td>21</td>
<td>Conjoint Analysis</td>
<td></td>
</tr>
<tr>
<td>Find Time!</td>
<td>MR13&lt;sup&gt;*&lt;/sup&gt;</td>
<td>23</td>
<td>Report Preparation and Presentation~</td>
<td>*GA 3</td>
</tr>
<tr>
<td>Find Time!</td>
<td>MR14&lt;sup&gt;*&lt;/sup&gt;</td>
<td>24</td>
<td>International Market Research issues</td>
<td></td>
</tr>
<tr>
<td>Dec 09</td>
<td></td>
<td></td>
<td></td>
<td>Take home Final Exam. Details Later!</td>
</tr>
</tbody>
</table>

@ Class begins on Wednesday Aug 28<sup>th</sup>.

* Graded Assignment. Means this topic relates directly to this assignment.

# Field work and data preparation relate to GA3.

¥ Final Examination topic.

~ Significant specific Audio+Video content on this topic.

^ You are expected to conform to the general guidelines presented here in all reports and charts.
Online Chapter Quizzes

• Open book but own effort. You may refer to class as well as all Blackboard materials, but MUST NOT receive help from other students.

• Scheduled over six windows. Each quiz is set to remain open only during its window.

• Five of the six quizzes are limited to one attempt. The ONLY exception is the first quiz (Chapters 01, 02 and 03) for which two attempts will be allowed (and the better score retained) to facilitate familiarization with the testing environment.

• 3 hour time limit per quiz attempt from start time. You must complete that attempt in one sitting.

• 25 randomly selected multiple-choice questions from the Blackboard module + their relevant Book Chapters for each quiz @ 4 points each for a maximum score of 100 points per quiz.

• In each quiz, 10-15 questions will be “concept facts” and 15-10 will be “application” questions. The concept facts questions will be relatively easier and quicker to answer. The answers to those are easily located in the relevant chapters. The application questions are micro-case scenarios that would be along the lines of “what should this market researcher or decision maker or company do?” and will require judgment after carefully thinking the information through.

• Quizzes 5 and 6 are mandatory and must be taken by all students.

• Missed quizzes will be scored as zeros.

• Excluding the mandatory Quizzes 5 and 6 (zeros on these will count), the lowest quiz score (which could be a missed quiz = zero) from the remaining four quizzes will be dropped. Afterward, the sum of your scores from the “restricted best 5” quizzes will be calculated as ?/500.

Availability Window for Online Chapter Quizzes

<table>
<thead>
<tr>
<th>Quiz#</th>
<th>Module</th>
<th>Topic</th>
<th>Opens Saturday</th>
<th>Closes Monday</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>0102</td>
<td>Chapters 1, 2, 3</td>
<td>Aug 31</td>
<td>Sep 09</td>
</tr>
<tr>
<td>02</td>
<td>03</td>
<td>Chapters 4, 5</td>
<td>Sep 07</td>
<td>Sep 16</td>
</tr>
<tr>
<td>03</td>
<td>04</td>
<td>Chapters 6, 7</td>
<td>Sep 14</td>
<td>Sep 23</td>
</tr>
<tr>
<td>04</td>
<td>05</td>
<td>Chapters 8, 9, 10</td>
<td>Sep 21</td>
<td>Sep 30</td>
</tr>
<tr>
<td>05</td>
<td>06a06b</td>
<td>Chapters 11, 12</td>
<td>Sept 28</td>
<td>Oct 14</td>
</tr>
<tr>
<td>06</td>
<td>0708</td>
<td>Chapters 13, 14, 15</td>
<td>Oct 12</td>
<td>Oct 28</td>
</tr>
</tbody>
</table>

Quizzes 01 through 04 remain open for 10 days and Quizzes 05 and 06 for 17 days.

Each quiz will begin @ 12:01 am on the first date and end @ 11:59 pm on the second date.
Please identify a single block of 3 hours during the availability of each quiz to take it.
Avoid quiz attempts during the Saturday 11:00 pm to Sun 02:00 am Blackboard down time.
Quizzes “auto-submit” when time expires. Hence, time management is VERY important.
Your score for each quiz will be available immediately after you submit it.
Complete feedback for each quiz will be provided after its availability window closes.
**Bonus Point Opportunities (all have Monday deadlines)**  
*these could boost your Semester Total by up to 2%*

1. **Qualtrics Orientation (5 bonus points) must complete by September 16th 2013**

   Activate your Qualtrics account per syllabus and learn how to create an online survey. Your task is to watch my Audio+Video on the construction of the online version of the (previously) traditionally implemented 1998 UNT Student Online Shopping survey. The A+V is located under Course Content-Tutorials. The more challenging but richer learning route is to actually do it (consulting my A+V as necessary.) However, I understand your time constraints and shall award the bonus points if you just watched my A+V (without actually creating the online survey). I shall take your word for it.

   **Required action:** (1) Post “I am done” as a reply in the Qualtrics Discussion Board Forum before 11:59 pm on the due date (the forum will deactivate at that time). Only if you actually created the online survey, (2) publish that to a website and also post the URL for me and the class to go take a look, and (3) attach a pdf printout of your survey (created via the Print option in Qualtrics). Note that (2) and (3) are not required.

   Please note, however, that you will be asked to construct your own Qualtrics survey for GA2. Therefore, one way or the other, you will need to pick up the basics of Qualtrics.

2. **NIH Certificate (10 bonus points) must complete by September 30th 2013**

   I would like you to complete the training program on "Protecting Human Subjects" developed by the National Institutes of Health, Bethesda, MD. I have posted a one page explanation of "Why NIH training" and my own NIH certificate to the relevant Discussion Board forum. The NIH training takes between 1/4 to half a day and may be accessed at:
   
   http://phrp.nihtraining.com/users/login.php

   You will need to register to obtain login credentials.

   **Required action:** Post your certificate to the NIH Discussion Board Forum before 11:59 pm on the due date (the forum will deactivate at that time.)

3. **SPSS Orientation (5 bonus points) must complete by October 14th 2013**

   Learn the basics of SPSS watching my A+V analysis of the dataset that resulted from the 1998 UNT Student Online Shopping survey that you previously saw in the Qualtrics orientation. That SPSS *.sav data set is posted to the relevant Discussion Board forum. The challenging but clearly better approach would be to actually complete the procedures yourself (consulting my A+V as necessary.) However, once again, I shall award you the bonus points for just watching my A+V, also located under Course Content-Tutorials.

   **Required action:** Post “I am done” as a reply in the SPSS Discussion Board Forum before 11:59 pm on the due date (the forum will deactivate at that time).

   Please note, however, that you will be required to use SPSS for GA3 and the final exam. Therefore, one way or the other, you will need to pick up the basics of SPSS.
***Create your Qualtrics Account***

First, obtain/ascertain your EagleConnect email address. Recall that you might receive email (that you may also redirect to your preferred address) from me to this account.

You can check whether you already have an EagleConnect email address by going to http://ams.unt.edu and logging in with your UNT EUID and password (same combination that you use for Blackboard access). If your EagleConnect email address is not listed there, you can click a link that will activate it within 24 hours. In the latter case, return to https://ams.unt.edu the next day and check.

Your EagleConnect email address will look like FNameLName@my.unt.edu. For instance, mine is GopalaGanesh@my.unt.edu. Note that there is NO period between FName and LName.

Once you have your EagleConnect email address, visit https://untbusiness.qualtrics.com and create a new account. For this, you need to enter (1) your EagleConnect email address, (2) a password of your choice and (3) the coupon code for our class (see below.) Once you accept the terms of service and click the Register button, you are done and may logoff. Next time, just go to https://untbusiness.qualtrics.com and login using your EagleConnect email ID as your userid and the password you chose in (2) above.

Your Coupon Code is: MKTG525007Fall2013
UNT ACADEMIC INTEGRITY POLICY

DEPARTMENT AND UNIVERSITY POLICIES Each student should be aware of the guidelines for academic honesty as outlined in the UNT Code of Student Conduct and Discipline which provides penalties for misconduct by student, including academic dishonesty.

YOU MUST DO YOUR OWN WRITTEN AND ANALYTICAL WORK FOR EACH ASSIGNMENT labeled as an individual assignment. You may discuss individual assignments, other than exams, with other students but the content of the submitted individual paper must be your own analysis and conclusions. Dishonesty, including but not limited to cheating on tests, plagiarism or receiving unauthorized help with your papers or exam, is taken seriously and will be investigated. The minimum penalty for academic misconduct is an “F” on the assignment. The maximum penalty is an “F” in the course and referral to the Dean of Students for disciplinary action which may include expulsion from the University.

Academic dishonesty includes cheating and plagiarism. The term "cheating" includes, but is not limited to, (1) use of unauthorized assistance in taking an exam; (2) dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments; or (3) the acquisition, without permission, of tests or other academic material belonging to a faculty member or staff of the university.

The examination instructions are very clear regarding what materials may be used on the exam. If you “preprogram” your calculator, use any materials other than those permitted on the exam, talk with other individuals during the exam, exchange information about an exam with an individual that has not taken the exam, or copy or use material from another individual’s exam, you will receive a failing grade for the course.

According to University policy, if you become aware of any misconduct related to academic integrity, you should inform me or another proper authority such as the department chair or associate dean.

The term “plagiarism” includes, but is not limited to, the use, by paraphrase of direct quotation, of the published or unpublished work of another person without full and clear acknowledgment. It also includes the unacknowledged use of materials prepared by another person or agency engaged in the selling (or disseminating) of term papers or other academic materials. (Source: Code of Conduct and Discipline at the University of North Texas.)
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