



Welcome to Business Research *Online!*

My name is Cheryl O'Meara Brown and I am very glad to have you in my class. (Please read the "Welcome" News item on the course home page for some info about me.)

**Read this syllabus very carefully, as it is a substitute for the first class meeting -- it contains all of the important information that you need to know for this class.**

You also need to review the Course Schedule (at the end of this document) and make note of the important deadlines for assignments. I recommend printing the course schedule out for easy reference throughout the semester as a backup to the CourseDen calendar and/or any other electronic calendars you use.

## **LEARNING MANAGEMENT SYSTEM: COURSEDEN**

- UWG uses CourseDen (a.k.a. Brightspace/D2L) for our learning management system. Since this is an entirely online course, please take a few minutes to review the Online Student Guide: [uwgonline.westga.edu/online-student-guide](http://uwgonline.westga.edu/online-student-guide).
- Our UWG Online team is a FANTASTIC resource. **\*If you need assistance with CourseDen at any time during the semester, please don't hesitate to contact them. Their helpdesk info is below (under Technical Issues), and their website is [uwgonline.westga.edu/students](http://uwgonline.westga.edu/students).** (This site includes accessibility information for disabled students.)\*

## **TECHNICAL ISSUES**

### **Problems with Computers or Internet on Campus:**

Should you encounter problems using any of the computers on campus and are unable to locate a lab assistant, please contact the **ITS Helpdesk**. Their website is: [www.westga.edu/Information-Technology-Services](http://www.westga.edu/Information-Technology-Services).

### **Problems with CourseDen:**

## **UWG Online Help Desk**

Monday - Thursday 8:00 AM - 8:00 PM

Friday 8:00 AM - 5:00 PM

678-839-6248

[online@westga.edu](mailto:online@westga.edu)

or 1-855-933-UWGO (8946)

Chat With Us: <http://uwgonline.westga.edu/chat-with-us.php>

Unfortunately, when taking an online class, **you must assume that some technical problems will occur, and plan accordingly when possible.** (E.g., you should not wait until 11:00 PM to start a quiz; don't put off an assignment until the day it's due; do not purposely skip a quiz thinking that it will be your dropped grade; etc.)

*\*Technical problems (along with serious personal issues) are why the lowest quiz grade and lowest discussion grade are dropped.\* More on this later.*

## **MINIMAL TECHNICAL SKILLS REQUIRED FOR THIS COURSE**

Ability to navigate CourseDen and use word processing software such as MS Word.

## **ACADEMIC SUPPORT**

Accessibility Services: Students with a documented disability may work with UWG Accessibility Services to receive essential services specific to their disability. All entitlements to accommodations are based on documentation and USG Board of Regents standards. If a student needs course adaptations or accommodations because of a disability or chronic illness, or if he/she needs to make special arrangements in case the building must be evacuated, the student should notify his/her instructor in writing and provide a copy of his/her Student Accommodations Report (SAR), which is available only from Accessibility Services. Faculty cannot offer accommodations without timely receipt of the SAR; further, no retroactive accommodations will be given. For more information, please visit [www.westga.edu/student-services/accessibility-services](http://www.westga.edu/student-services/accessibility-services).

Please also read the important information at the following link:

[www.westga.edu/UWGSyllabusPolicies](http://www.westga.edu/UWGSyllabusPolicies)

Accessibility statements, privacy statements, and technical requirements:

[uwgonline.westga.edu/technology-requirements](http://uwgonline.westga.edu/technology-requirements)

## **INTRO TO THIS CLASS**

Online classes are great in that they allow you to work on them at your convenience, which is especially helpful to those who have busy work schedules and family lives. Sometimes, however, students will take an online class assuming that it will be “easier.” You will not find that to be true for this class.

In a traditional (in-class) class, students have the option of taking a passive approach to learning, simply going to class and listening to lectures (*receiving* the information). **\*In an online class, though, students must *actively* take it upon themselves to learn. They must take the initiative to read the material and do the assignments without any outside encouragement.\***

Additionally, in a traditional class, you are expected to spend 3 hours per week IN class and another 6 hours per week outside of class (total of 9 hours per week per course). The same amount of time is expected of you in an online class, which many students fail to realize. (For example, if you spend an hour scanning the material and thirty minutes completing the graded assignment that is due in a particular week, you probably will not receive a very good grade on that assignment.)

If you are willing to take this class just as seriously as you would a traditional class and you are organized and self-directed, you will absolutely do well in this class. If you are not sure, please read this syllabus carefully and decide for yourself whether you would rather take a traditional class or remain with the online version. I look forward to a great semester!

## TEXTBOOK, BASIC COURSE INFORMATION

**Course: Business Research Online, MKTG 3808 Instructor: Cheryl O’Meara Brown, MBA**

### **Required Text:**

MR 2, 2nd Edition

- **Tom J. Brown, Tracy A. Suter**
- **ISBN-10: 1133958419**
- **ISBN-13: 9781133958413**

Students will have access to an Interactive eBook, Auto-Graded Quizzes, Flashcards, Games including crossword puzzles and beat the clock, PowerPoint Slides, Qualtrics/Excel video tutorials, MR video cases, data sets, and eLectures.

These materials are a great help to students, so I encourage you to buy the book new WITH an access code. However, it is **not required** that you do so.

*Note: The textbook above is published by Cengage, which means you might be able to save*

money by purchasing their Cengage Unlimited Subscription for \$119.99/semester. You should check to see if you have any other courses using Cengage materials such as MindTap, CNow (accounting), WebAssign and other digital platforms. This one subscription will give you access to ALL of Cengage's digital platforms and over 20,000 eBooks for your courses. You may purchase a Cengage Unlimited subscription from the bookstore or online at [www.cengage.com](http://www.cengage.com)

[www.bookstore.westga](http://www.bookstore.westga)

*If you decide to order the book elsewhere, you must make sure that you will receive it in time to complete the first module's work. **No make-up work will be allowed.***

**Prerequisites:** Enrollment in this course requires compliance with the College of Business Policy for Major Status and completion of CISM 2201 and ECON 3402 or MATH 2063. **You are expected to have a basic understanding of statistics for this course, including conducting a hypothesis test.**

**Course Description:** Research has become an important tool in the world of business today. It is increasingly being used to improve decision-making and formulate new strategies. This course aims to provide an understanding of the value and limitations of business research. Students will be introduced to some key research methods and design issues.

**Learning Goals:** Upon successfully completing the course, the student should be able to:

1. Define the key terms and concepts in the business research process. (LG 4\*)
2. Analyze business situations, and apply basic quantitative skills to solving business problems and developing effective strategies. (LG 2\*)
3. Recognize how diversity, ethical, global, and multicultural considerations affect the business research process and decision-making. (LG 5\*)
4. Recognize a variety of secondary sources of information including online data banks, the Internet and the Web, and be able to collect and analyze relevant information from these sources (LG 3\*).
5. Conduct primary research, including creating a basic research design, utilizing sampling procedures, developing a data collection instrument, and collection, processing, analyzing and interpreting data. (LG 2\*)
6. Use statistical software to analyze and interpret the results (LG 3\*).
7. Effectively communicate the results of a research project in a written paper and oral presentation. (LG 1\*)

\*[BBA Marketing Learning Outcomes](#) (page 11)

## **COURSE FORMAT AND ASSIGNMENTS:**

In addition to a semester-long research project (discussed next page), this course consists of reading assignments, quizzes, and hands-on written assignments that are presented to you in **Modules** inside the Content link at the top of the page.

Within each Module, you will be given the following:

- **A Checklist** to let you know what's expected of you for that Module, including the required reading. *You should use the checklists to track your progress and mark off (check) the items that you've completed as you complete them.*
- **Learning Objectives** for that Module.
- **PowerPoint Slides** have been created to highlight important topics and to use for taking notes while reading.
- **Self-Check Assignments** are intended to help you learn the material and prepare for assignments and quizzes. They do NOT count toward your final grade. Assignments may include practice quizzes within CourseDen and/or working in CourseMate (the online resource that you gain access to with purchase of the textbook). CourseMate has games, flashcards, videos, and other helpful resources that will help you learn. (There are date restrictions for the practice quizzes within CourseDen, but NO date restrictions for CourseMate access!) Take advantage of these great resources!
- **Graded Assignments**, which may include a written assignment, quiz, and/or discussion posting.
  - \*These assignments are due by 11:59pm (Eastern time) on the due date for the Module they are in. Refer to the Course Schedule for easy reference. If an assignment is not turned in by 11:59pm on its due date, it will not be accepted under any circumstances and you will receive a zero. There are no exceptions to this rule.

### **More information on Graded Assignments...**

#### ***Written Assignments:***

Your assignments will be graded according to accuracy (regarding the topic specified), spelling and grammar, and level of effort. You should elaborate, clarify, elucidate, and explain! The more effort you put into your assignments, the higher your grade will be.

#### ***Discussion Posts:***

Your original discussion posts will be graded according to accuracy (regarding the topic specified), spelling and grammar, and level of effort. You should elaborate, clarify, elucidate, and explain! The more effort you put into your posts, the higher your grade will be. Also, keep in mind that *jumbled, one-continuous-paragraph posts are difficult to read and will receive lower grades.*

*\*When replying to classmates' original posts, really put thought into both what THEY wrote, and how you would like to reply. If they posted something that doesn't make sense to you or you think could be incorrect, tell them... You will help each other learn this way. **If you point***

out a classmate's mistake and clarify what the correct answer should have been (respectfully, of course), you will earn extra points! Also, if you agree or disagree with something they said, you should specify exactly what you agree/disagree with along with WHY. In other words, you should elaborate and ask questions of one another.\*

Review the **General Discussion Rubric** (click on Rubrics at the top of the page) to see specifically how your discussion posts will be graded. Your lowest discussion post grade will be dropped.

\*In general, you can expect assignment and discussion grades to be posted within one week of their due dates. (Some assignments take longer to grade.)\*

### **Quizzes:**

Quizzes will relate to the reading assignments for their respective chapters and will contain 20 multiple-choice and true/false questions. You will have 30 minutes per quiz and two attempts (plus an additional, optional self-check quiz); the higher of the two attempts will be recorded in the gradebook.

**\*There is also one Syllabus/Project Handout quiz due in the first Module, which has between 20 and 30 questions, a time limit of 30 minutes, and only 1 attempt.\***

*A note about quizzes: You may notice that you will not be able to review quizzes in their entirety after you have completed them. However, if you would like to review a quiz, we can arrange (ahead of time) a date/time for you to do so in the Marketing Department.*

All assignments, discussions, quizzes and practice quizzes are open (available to be completed) up until their respective due dates at 11:59pm. Therefore, you ARE ALLOWED to complete any material EARLY if you desire to do so. However, please be aware that written assignments and discussion posts will not be graded until after their due dates.

**\*\*\*Your lowest quiz grade will be dropped.\*\*\***

**\*\*\*Your lowest discussion post grade will be dropped.\*\*\***

**I understand that serious personal problems occur (deaths in family, storm damage, etc.). This (along with technical/computer problems) is why the lowest grades are dropped.**

### **SEMESTER RESEARCH PROJECT:**

A very important part of this class is the semester project in which you will conduct business research that will take you through the entire Research Process. All of the details for this project can be found within the **Semester Research Project Information & Resources** folder (in Content).

Some information regarding project-related assignments will be located within the Modules as

we progress throughout the semester. For example, when we cover Qualitative Research in Module 3 (Ch. 3), I will show you a video of a sample focus group will give additional information about what you should do. Therefore, it is important that you follow along and keep up with the Modules throughout the semester and do not attempt to skip anything.

In addition to providing project-related information within the Modules, copies will also be placed in the **Project Resources** folder for quick reference.

## **CLASS ANNOUNCEMENTS, CONTACTING THE INSTRUCTOR:**

**Announcements:** Any important course announcements from your instructor (e.g. changes to the course schedule, project info, etc.) will be sent via the “Announcements” tool in CourseDen (you should check the Announcements **daily**).

### **Contacting the Instructor/Office Hours:**

1. In-person, *face-to-face* office hours (*what?!?*): Please come by my office sometime to say hello, and/or if you have something you need to ask or discuss with me. This semester, I’ll be in my office on Mondays and Wednesdays from 8:00 until 10:45 AM, 1:30 until 2:30 PM and by appointment. **Location: Miller Hall, Marketing & Real Estate Department (upstairs), office number 2306.**

*\*Note: office hours above do not pertain to holidays or finals week\**

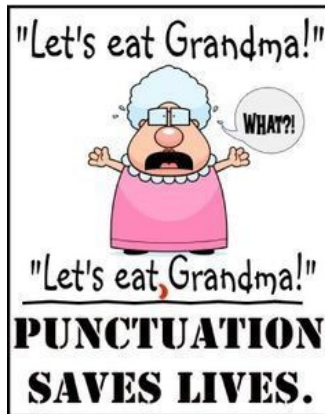
2. Email: **For the fastest reply, use [cbrown@westga.edu](mailto:cbrown@westga.edu).** You may also use the course Email within CourseDen, but since these messages do not come to my phone it may take slightly longer to reply. **Most of the time, I will reply within a few hours. Sometimes it may take a day or two (depending on the nature of the question).** I may or may not respond to emails on the weekend.

If you ask a question that can be answered by reviewing the syllabus, I will probably reply with, "See syllabus." I don't mean to be rude; I receive many, many, MANY emails and since the information is here in the syllabus, it saves a great deal of time not to re-type or locate/copy/paste what is already here.

3. If my office hours don’t work for you, I am happy to schedule an appointment with you at another time! Just send me an email and we’ll work it out.

**Please feel free to contact me if you have a problem! I am here to help you. Please don't wait until the end of the semester (or until final grades have been posted) to discuss any difficulties that you might be having.**

**Email Courtesy and General Netiquette:** Remember that emailing is not texting, and the use of *good manners and proper grammar/punctuation* are important, to me AND your future boss and co-workers! Also, when corresponding with anyone in the course, it's expected that we will all be respectful and professional at all times.



I strongly encourage you to use Grammarly, a free online grammar and spelling checker. It's a great resource for papers and even e-mails. [www.grammarly.com](http://www.grammarly.com). UWG students have access to the Premium version of Grammarly using your westga credentials.

It is also very helpful if you'll mention which class you are in when you email me.

### ACADEMIC HONESTY:

**Academic Honesty:** Students are expected to recognize and uphold standards of intellectual and academic integrity. UWG, the RCOB and the Department of Marketing and Real Estate assume as a basic and minimum standard of conduct in academic matters that students be honest and that they present for credit only the results of their own efforts. **You are expected to work on ALL assignments individually;** an act of academic dishonesty will result in **\*a grade of zero for the assignment/assessment and possible failure of the course.** It is also grounds for dismissal from the College of Business.\*

\*Academic dishonesty (cheating) includes, but is not limited to:

- Looking up ("Googling") answers to quiz questions online
- Searching (online or elsewhere) for assignments that have been done by someone else
- Using someone's materials from a previous semester
- Anything that you wouldn't do with your instructor looking over your shoulder\*

### FINAL GRADE CALCULATION:

All assignments are weighted according to the following scheme in the calculation of your final grade:

Discussion Posts (lowest dropped) -----	15%
Individual Assignments -----	30%
Quizzes (lowest dropped) -----	6%
<i>Semester Research Project:</i>	
Research Proposal -----	5%
Discussion Guide for exploratory research -----	5%
Exploratory Research -----	5%
Questionnaire -----	9%



Final Report -----25%

**A = 90.0% and above**

**B = 80.0% – 89.9%**

**C = 70.0% – 79.9%**

**D = 60.0% – 69.9%**

**F = 59.9% and below**

I encourage you to be responsible for yourself and keep a spreadsheet with your grades and what each assignment/quiz is worth so that you'll know what your grade is – and what you need to make on various assignments to get your desired grade – throughout the semester.

(There are also helpful websites and videos that you can use, such as [www.youtube.com](http://www.youtube.com), [www.conquercollege.com](http://www.conquercollege.com) and <http://www.youtube.com/watch?v=RaNHV6W1p84>.)

**\*I'm sorry, but since I'm outnumbered almost 200 to 1 (students to me) most semesters, I am unable to respond to students individually asking what their current grade is or what they need to make on a particular assignment to get an A (or B, etc.) in the class.\***

**AND FINALLY...**

This will be a busy and challenging semester, but if you do the reading, keep up with the work, and let me know if/when you have questions about the material, I promise you'll do well and learn a great deal about business research!

Let's do this!



# COURSE SCHEDULE

PRINT THIS SCHEDULE OUT AND KEEP IT WHERE YOU WILL SEE IT EVERY DAY!

Also, put all assignment deadlines into your phone's calendar (or whatever you use most) to keep up with what's due when.

- **Module 1 - Due by August 25 at 11:59pm**
  - Thoroughly read syllabus and project info 'handout'
  - Electronically sign the Wolf Pact (quiz)
  - Syllabus/Project Handout Quiz
  - Discussion: Introduce Yourself
  - Sign up for a group
  
- **Module 2 - Due by September 1 at 11:59pm**
  - Chapter 1: Marketing Research
  - Chapter 2: The Research Question
  - Research Proposal Details
  - Self-Check: Chapters 1 & 2 Practice Quiz (optional)
  - Self-Check: CourseMate Chapters 1 & 2 (optional)
  - Quiz: Chapters 1 & 2
  - Discussion: Group Communication
  - Dropbox Assignment: Research Proposal (turn in one per group)
  - Sign into Qualtrics using your westga credentials by today
  
- **Module 3 - Due by September 8 at 11:59pm**
  - Chapter 3: Exploratory, Descriptive, and Causal Research Designs
  - Review Sample Video of a Focus Group
  - Read Exploratory Research details
  - *Work on exploratory research (prepare discussion guide, recruit participants, reserve video equipment, etc.)*
  - Self-Check: Chapter 3 Practice Quiz (optional)
  - Self-Check: CourseMate Chapter 3 (optional)
  - Quiz: Chapter 3
  - Dropbox Assignment: Research Design (individual asnt.)
  
- **Module 4 - Due by September 15 at 11:59pm**
  - Chapter 4: Collecting Secondary Data from Inside and Outside the Organization
  - *Work on exploratory research*
  - Self-Check: Chapter 4 Practice Quiz (optional)
  - Self-Check: CourseMate Chapter 4 (optional)

- Quiz: Chapter 4
- Discussion: Secondary Data Research (in 2 Parts)
  - NOTE: Part 2 will take some time to complete! Don't wait to get started.
- Dropbox Assignment: Discussion Guide (for exploratory research; one per group)
  
- **Module 5 - Due by September 22 at 11:59pm**
  - Chapter 5: Collecting Primary Data by Observation
  - *Work on exploratory research*
  - Self-Check: Chapter 5 Practice Quiz (optional)
  - Self-Check: CourseMate Chapter 5 (optional)
  - Quiz: Chapter 5
  - Discussion: Observation Methods
  
- **Module 6 - Due by September 29 at 11:59pm**
  - *Finish exploratory research, upload video*
  - Dropbox Assignment: Exploratory Research (link to video of; one per group)
  - Discussion: How's It Going? (optional)
  
- **Module 7 - Due by October 6 at 11:59pm**
  - Chapter 6: Collecting Primary Data by Communication
  - Chapter 7: Asking Good Questions
  - Instructor notes: Turning Exploratory Research Data into a GoodQuestionnaire
  - *Work on Questionnaires – it will be harder than you think!*
  - Self-Check: Chapter 6&7 Practice Quiz (optional)
  - Self-Check: CourseMate Chapters 6 & 7 (optional)
  - Quiz: Chapter 6&7
  - Dropbox Assignment: Scales, Reliability and Validity (individual assignment)
  
- **Module 8 - Due by October 13 at 11:59pm**
  - Chapter 8: Designing the Questionnaire
  - *Work on Questionnaires*
  - Self-Check: Chapter 8 Practice Quiz (optional)
  - Self-Check: CourseMate Chapter 8 (optional)
  - Quiz: Chapter 8
  
- {By Tuesday, Oct. 15: Preliminary Questionnaire Feedback submission (optional)}
  
- **Module 9 - Due by October 20 at 11:59pm**
  - *Finish Questionnaires*
  - Dropbox Assignment: Questionnaire (one per group; one blank copy BEFORE you collect data)

- **Module 10 - Due by October 27 at 11:59pm**
  - Chapter 9: Developing the Sampling Plan
  - Chapter 10: Data Collection
  - Self-Check: Chapters 9&10 Practice Quiz (optional)
  - Self-Check: CourseMate Chapters 9&10 (optional)
  - Quiz: Chapters 9&10
  - Discussion: Sampling
  - *Make any necessary changes to questionnaire (based on instructor comments, once returned to you)*
  
- **Module 11 - Due by November 3 at 11:59pm**
  - Chapter 11: Data Preparation for Analysis
  - Self-Check: Chapter 11 Practice Quiz (optional)
  - Self-Check: CourseMate Chapter 11 (optional)
  - Quiz: Chapter 11
  - *Collect data*
  
- **Module 12 - Due by November 10 at 11:59pm**
  - Chapters 12 & 13: Analysis & Interpretation (Individual Variables Independently, Multiple Variables Simultaneously)
  - Self-Check: Chapters 12&13 Practice Quiz (optional)
  - Self-Check: CourseMate Chapters 12&13 (optional)
  - Quiz: Chapters 12&13
  - ***HAVE DATA FULLY COLLECTED BY THIS DATE!***
  - *Begin data analysis*
  - *Begin writing report*
  
- **Module 13 - Due by November 17 at 11:59pm**
  - *Finish data analysis*
  - *Finish writing report*
  
- **Module 14 - Due by December 4 at 11:59pm**
  - *Project Work – Finalize report*
  - Group Member Evaluations -- **open Dec. 1-4 only**
  - Dropbox Assignment: Final Report (and appendices) (one per group)
  
- **By Dec. 15**
  - Reports graded and returned
  - Final grades released

**THE INSTRUCTOR RESERVES THE RIGHT TO CHANGE ANY PART OF THIS SCHEDULE.**