

MKTG3808: Business Research
Summer III 2020
(June 1 - 25, 2020)

Course Syllabus

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| Instructor: | Dr. Sunil Hazari, Professor Department of Marketing & Real Estate |
| Website: | http://www.sunilhazari.com |
| Office Location: | Room 2312, Miller Hall (Richards College of Business) |
| Office Phone: | 678.839.4842 |
| Office Hours: | By appointment |
| Course Level: | Undergraduate, 3 semester hours |
| Course Meetings: | This course is 100% online |
| Course Web Site: | http://www.westga.edu/webct OR http://westga.view.usg.edu |
| E-mail : | Use MAIL feature within CourseDen Instructor will reply to emails sent from CourseDen ONLY |
| University Tech Support: | 678.839.6587 (for login/password/access problems) 678.839.6248 (for UWG Online/CourseDen problems) |

Catalog Description

This course is designed to meet the rapidly growing need for a systematic approach to the business research process, and its implementation in terms of strategic decision making. Both primary and secondary sources of information are explored, along with research design, measurement, sampling, data collection, processing, analyses, and interpretation.

Course Prerequisites: CISM 2201 and (ECON 3402 or MATH 2063)

Required Course Textbook and other Materials

1) MR 2, by Brown/Suter, 2nd Edition (2nd Edition), 2014, ISBN-10: 1133958419 | ISBN-13: 9781133958413
(Note: Access code is NOT needed for the course)

2) Qualtrics website: <http://westga.qualtrics.com/> Login with your UWG **username (NOT email)** & password.

3) Access to Microsoft Excel (version 2010 or later)

See <https://www.westga.edu/its/microsoft-office-365.php> to download Office 365 for UWG students. NOTE: Use of

Windows OS is preferred as your instructor does not have access to Macintosh computers and will be unable to answer any Mac OS related questions.

Course Objectives

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

1. Define 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 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 results of a research project using standard Business Communication format. (LG 1)

This course follows Learning Goals established for the Richards College of Business.

Course Policies:

Academic Honor: UWG students are expected to achieve/maintain the highest standards of academic honesty and excellence. Therefore, the UWG student pledges not to lie, cheat, plagiarize, or steal in the pursuit of study and is encouraged to report students who do (refer to Student Handbook, Appendix E, Academic Dishonesty). Students who breach the Academic Dishonesty guidelines will receive a "F" grade in the course. Information at the following link contains important information pertaining to code of conduct outlined in the student handbook:

https://www.westga.edu/administration/vpsa/assets/docs/2017_2018_Student_Handbook.pdf

<https://www.westga.edu/administration/vpsa/handbook-code-of-conduct.php>

If a student is unclear about whether a particular situation may constitute an honor code violation, the student should meet with the instructor to discuss the situation.

For this class, general advice and interaction on discussion topics related to marketing research are encouraged. Each student must develop his or her own solutions to individual assignment. In other words, students may not "work together" on individual graded assignments. Such collaboration constitutes cheating. A student may not use or copy (by any means) another's work (or portions of it) and represent it as his/her own. Students are encouraged to use the "Virtual Watercooler" discussion board to post questions and/or seek clarification of course topics. If your question is of a personal nature, it is best to email the instructor from within CourseDen.

Incomplete Policy: For a student to be eligible for an Incomplete grade, the student must have completed at least 80% of the course assignments with minimum of “B” average in **all** completed assignments.

Disabilities Policy: In compliance with the Americans with Disabilities Act (ADA), all qualified students enrolled in this course are entitled to reasonable accommodations. Please notify the instructor during the first week of class of any accommodations needed for the course.

Evaluation:

The nature of this course relies primarily on projects and discussions. Students are expected to read assigned class material during each week, complete project assignments, and participate in group discussions.

Feedback from Instructor: Feedback is an integral part of enhancing learning in all courses. Rubrics for scoring and assigning grades will be provided during the first week of class and will also be available in CourseDen. The instructor will use these rubrics for grading and assign scores for each assignment that are indicators of feedback to students. Students are encouraged to contact the instructor if additional feedback is needed.

Late/Missed Assignments: Assignments are due on date/time mentioned in the Course Schedule. Check CourseDen schedule for any maintenance downtime. **There is a 25% per day late penalty, which is STRICTLY ENFORCED.** The instructor must approve any delays, deviations or substitutions for required assignments in advance (i.e. before the assignment deadline). Students should inform the instructor (by e-mail or phone call) of any absences, or inability to complete assignments on time before the assignment is due. Also, the instructor must approve this and will notify the student of such approval. Without this approval, assignments will not be considered for grading purposes.

Appeals Policy: An announcement will be posted in CourseDen when grades are released for each assignment. Check Gradebook for your score. Any concerns about assignment grade should be discussed with the instructor within **FOUR** days of the grade being posted or the grade stands as assigned.

Written/Web Document Formatting. Research writing in this course should conform to business communication standards including use of proper English with no spelling/grammar errors. All work submitted must be typed, and use APA formatting. See APA Quick Guide posted in the “Course Documents area”. MS-Word is the standard word-processing software. **Follow the 22/12 rule in this course (No more than 22 words per sentence, no more than 12 lines per paragraph).** Keep a copy of all submitted work. Students’ work should display correct spelling, punctuation, grammar, and Business Communication rules for all assignments which are considered when assigning grades.

Technology Support: Since this class is online and uses technology, students should make alternate arrangements to have access to another computer in case of primary computer problems. Your computer problems, lack of Internet access, other responsibilities external to the course are not valid excuses for submitting assignments late. Please DO NOT WAIT till the last day to complete the assignment in case you experience computer problems or Internet outage. Assignment will be considered late, and late penalties described above will apply for any assignment not submitted by the deadline. Information Technology Support (<http://www.westga.edu/its/>) or CourseDen support (<http://www.westga.edu/webct>)

should be consulted for questions about technology related issues. Make backup copies regularly. Students are responsible for checking CourseDen schedule (available online) for maintenance downtime and plan ahead. In case of Technical Problems (such as password not working) contact the UWG ITS Tech support at **678.839.6587**. If you have CourseDen problems, call **678.839.6248**.

Evaluation/Assignments. Students will be graded individually using a point system. The standard UWG grading scale will be used to award letter grades. Each assignment will receive designated points. Written grading rubrics will be provided for each of the oral and written assignments. There is no Extra Credit assignment offered in this course.

Evaluation Categories Include:

Chapter Discussions: Students will discuss chapter readings on various topics related to marketing research. The instructor will provide chapter related case studies, scenarios, critical thinking questions that will need to be researched for discussion. For discussion assignments, check instructions. In some assignments, only the **Main Post** is required (100% of assignment grade) whereas in other assignments, two posts are required from each student. The **Main Post** (which counts 60% of discussion assignment grade) should be detailed, include external research (such as websites and journal articles) and provide evidence of higher order thinking skills. The **Response Post**, when required, counts 40% of discussion assignment grade. The response is made in reply to another students' main post and adds value to the original post. The response post should be detailed. Quality of writing, research, communication, and interaction will be used when assigning scores for online discussion. See online schedule provided in each assignment (under "Content" area of the course) for deadline of Main Post and Response post. Also note the 22/12 rule that will be one of the criteria used to assign discussion points. See sample document provided online for Main Post and Response post.

Note: In the Discussion board, you will have to make your Main Post first by selecting "Start New Thread" button in the Discussion board before you can see/respond to other students' post.

In the Discussion forum, there is a "Virtual Watercooler" where you can ask any course related question. If your question is of a personal nature, send an email to the instructor using the CourseDen Mail feature (click on 'Classlist' from navigation bar, and click on the instructor's name which will open a new mail window)

Projects: Using various software (such as Qualtrics and MS-Excel) mini projects throughout the term are used to build competency. All work must be done individually. See details under the Content area for specific instructions on each project.

Online Tests: Three (3) tests that cover the chapters from the textbook are scheduled during the term.

Test 1: Chapters 1 - 4

Test 2: Chapters 5 - 8

Test 3: Chapters 9, 11-14

Online assignments will provide excellent tutorials and exercises to review for all tests. Questions in the exams will be Multiple Choice. All tests are Open Book.

| | | | Final Course Grade Calculation | |
|--|------------|------------|--------------------------------|------------------|
| Assignments | Points | Your Score | | |
| Tests (3 @ 50 points each) | 150 | | Total Points | Grade |
| Project Assignments 1) Project# 1: MS-Excel (25 points) 2) Project# 2: Qualtrics (25 points) | 50 | | 360-400 | A= 90% & above |
| Chapter Discussions (10 Chapters @ 20 points each) | 200 | | 320-359 | B=80% - 89% |
| TOTAL Points | 400 | | 280-319 | C=70% -79% |
| | | | 240-279 | D=60%-69% |
| | | | 0-239 | F =59% and below |

ONLINE LEARNING - DID YOU KNOW?

Many students incorrectly believe that Online Courses are "easy". On the contrary, online courses often require more work than traditional (face-to-face) courses. Online courses do offer convenience which will help you complete class work on your own schedule to meet course assignment deadlines.

This course requires significant time with MS-Excel & Qualtrics. Students should be prepared to use resources that include textbook, library databases, online videos (including YouTube) and marketing research tutorials that are available from various websites.

Use the following checklist to determine if you are ready for online learning?

- Do you have a positive attitude to learning?
- Are you comfortable completing and submitting your work in an online environment?
- Can you follow directions on your own from the textbook or online resources?
- Are you detail oriented and can meet specific assignment requirements AND DEADLINES?
- Are you willing to demonstrate leadership skills add value to group discussions?

The instructor is available to answer questions via email and in person, **but will not be able to provide extensive telephone tech support**. Students are encouraged to use UWG Help Desk, online resources, tutorials, peer assistance, and virtual water cooler discussion board to ask questions, By remaining enrolled in this course, you agree to abide by all policies and assignment deadlines stated in the Syllabus and the online course.