

**Business Research (MKTG 3808-E01)
Summer 2020**

CRN: [50575](#)
Professor: David Nickell, Ph.D.
Office Number: Room 2316 Miller Hall
Contact Information: mobile: (404) 664-0431 call or text (within reason)
email: dnickell@westga.edu
or through [CourseDen](#)

Course 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 considered along with research design, measurement, sampling, data collection, processing, analyses, and interpretation.

Text: [MR2](#) by Tom Brown & Tracy Suter; South-Western College Pub; 2 edition (February 12, 2013); ISBN: 978-1133958413 is the official text for the class. **The text is required.**

You may also choose to purchase an electronic version rather than buying or renting a physical copy. One source is <https://www.vitalsource.com/referral?term=9781285820231>, however I am indifferent to where you purchase your text as long as you have access to it.

I am unfamiliar with earlier versions of the text, so I do not know whether one would be suitable for the class. My experience with other textbooks has been that it should be okay, but I simply do not know. Regardless, I am structuring the class around this version, so if you choose an earlier one, please ensure that the topic aligns with the subject matter under review.

Additionally, I will record lectures within PowerPoint presentations to supplement your readings. **Please view the presentations.**

Deadlines

The due dates and times are absolute and without exception. Any submissions after the deadline will not be accepted and you will be given a zero for the assignment. PLEASE, do not wait until the last moment to submit an assignment only to discover there is an issue. The deadlines are absolute and without exception.

If you foresee an issue, please let me know beforehand and, if it's a valid excuse, I



will work with you. Contacting me after the due date/time is too late.

I apologize for the bluntness of the deadline policy, but too many students have taken advantage of deadlines and I have found it is better for the class to have clearly defined due dates and consequences. I will make no exceptions.

Also note that all times are Eastern Daylight Savings Time (EDT), the time zone of Carrollton, GA. If you are in a different time zone, you will need to plan accordingly. For example, if you are in Alabama, then you are on Central Daylight Savings Time (CDT) and a 10:00 p.m. EDT deadline is also 9:00 p.m. CDT.

Grading Policy: As the instructor, I am the final authority on grades.

The grading for this course is:

Exams (4)	60%
Each exam is 15% of your grade	
Integrated Case (12 parts) & Final Report	40%

Exams

All exams will be online through CourseDen. As such, we will be using the Respondus LockDown Browser and Respondus Monitor (webcam required – the one built into laptops will work). I have included an instruction card in CourseDen to guide you in setting it up. You will have a practice quiz to test the Respondus products. If you have any issues with them, then please contact UWG Online at (678) 839-6248, 1-855-933-UWGO (8946) or online@westga.edu. Their web page is <https://www.westga.edu/uwgonline/index.php>. Additionally, contact them if you are having issues with accessing a reliable internet connection from where you are planning to work and please let me know as well.

There will be four multiple choice exams you will take via CourseDen each week. The exams will be made available through CourseDen under ASSESSMENTS then QUIZZES. The exams will cover the chapters from the assigned readings and lectures for the week. You will have 75 minutes to complete each 50-question exam. The CourseDen exams will end promptly at 10:00 p.m. Any exams submitted after 10:00 p.m. (including 10:01 p.m.) will not be accepted – no exceptions. There will be no make-up exams offered.

For the exams, you may NOT use any outside sources or your text and notes – EXCEPT FOR EXAM 4. For exam 4, you will be allowed to use your notes, text and a calculator (you may use your phone's calculator). **However, you may NOT work or consult with anyone else on any of the tests – you are to take the exams alone.**

You will be given a 24-hour period to take the 75 minute exam. The exams start on Wednesday evenings at 10:00 p.m. EDT and end on Thursday evenings at 10:00 p.m. EDT.

Make-up exam policy.

1. Don't miss an exam.

2. If you must miss a test for a serious medical reason, you must notify me in writing before the day of the test and provide a written excuse from a medical practitioner – no make-up exam will be offered without these. If you must miss a test for university business (such as presenting a paper or being part of a UWG team which is away on a trip), you must notify me in writing at least a week prior to the test.

You will have one week to reschedule and retake the test unless your illness is one that prevents you from retaking it in that time.

Integrated Case

With the integrated case, you will apply the learnings from the week's assigned readings by running a simulated research project. There are twelve (12) parts to the integrated case in addition to a final report. The cases will be made available through CourseDen under ASSESSMENTS then ASSIGNMENTS. Except for the questionnaire and final report (to be submitted in Microsoft Word documents), the cases are to be answered in CourseDen.

The grades will be assigned as follows (the instructor reserves the right to adjust the cutoff lines):

A	90-100
B	80-89
C	70-79
D	60-69
F	59 or below

Student Rights and Responsibilities: Please carefully review the information at the following link:

<https://www.westga.edu/UWGSyllabusPolicies/>

The document at this link contains important information pertaining to your rights and responsibilities in this class. It is your responsibility to read and be familiar with this information.

UWG Email Policy

University of West Georgia students are provided a MyUWG e-mail account. The University considers this account to be an official means of communication between the University and the student. The purpose of the official use of the student e-mail account is to provide an effective means of communicating important university related information to UWG students in a timely manner. It is the student's responsibility to check his or her email.

Credit Hour Policy

The University of West Georgia grants one semester hour of credit for work equivalent to a minimum of one hour (50 minutes) of in-class or other direct faculty instruction AND two hours of student work outside of class per week for approximately fifteen weeks. For each course, the course syllabus will document the amount of in-class (or other direct faculty instruction) and out-of-class work required to earn the credit hour(s) assigned to the course. Out-of-class work will include all forms of credit-bearing activity, including but not limited to assignments, readings, observations, and musical practice. Where available, the university grants academic credit for students who verify via competency-based testing, that they have accomplished the learning outcomes associated with a course that would normally meet the requirements outlined above (e.g. AP credit, CLEP, and departmental exams).

For approximately seventeen weeks, students in this class will generally spend 150 minutes with direct faculty instruction (either face-to-face or online) and work about 360 minutes outside of the classroom each week. This out-of-class work may include, but is not limited to, readings, assignments, projects, group work, research, and test preparation.

University of West Georgia Honor Code

At the University of West Georgia, we believe that academic and personal integrity are based upon honesty, trust, fairness, respect, and responsibility. Students at West Georgia assume responsibility for upholding the honor code. West Georgia students pledge to refrain from engaging in acts that do not maintain academic and personal integrity. These include, but are not limited to, plagiarism, cheating, fabrication, aid of academic dishonesty, lying, bribery or threats, and stealing. The University of West Georgia maintains and monitors a confidential Academic Dishonesty Tracking System. This database collects and reports patterns of repeated student violations across all the

Colleges, the Ingram Library, and the School of Nursing. **Each incidence of academic dishonesty is subject to review and consideration by the instructor, and is subject to a range of academic penalties including, but not limited to, failing the assignment and/or failing the course.** Student conduct sanctions range from verbal warning to suspension or expulsion depending on the magnitude of the offense and/or number of offenses. The incident becomes part of the student's conduct record at UWG.

Additionally, the student is responsible for safeguarding his/her computer account. The student's account and network connection are for his/her individual use. A computer account is to be used only by the person to whom it has been issued. The student is responsible for all actions originating through his/her account or network connection. Students must not impersonate others, or misrepresent or conceal their identities in electronic messages and actions.

A Note on Sexual Misconduct

Our school is committed to fostering a safe, productive learning environment. Title IX and our school policy prohibits discrimination on the basis of sex. Sexual misconduct — including harassment, domestic and dating violence, sexual assault, and stalking — is also prohibited at our school.

Our school encourages anyone experiencing sexual misconduct to talk to someone about what happened, so they can get the support they need and our school can respond appropriately.

If you wish to speak confidentially about an incident of sexual misconduct, want more information about filing a report, or have questions about school policies and procedures, please contact our Title IX Coordinator, which can be found on our school's website.

Our school is legally obligated to investigate reports of sexual misconduct, and therefore it cannot guarantee the confidentiality of a report, but it will consider a request for confidentiality and respect it to the extent possible.

As a teacher, I am also required by our school to report incidents of sexual misconduct and thus cannot guarantee confidentiality. I must provide our Title IX coordinator with relevant details such as the names of those involved in the incident.

TENTATIVE CLASS SCHEDULE

Date	Topics and Assignments
Week 1 6/26 – 7/2	Watch Syllabus Presentation Readings and Lectures Chapter 1 – <i>Marketing Research: From Data to Information to Action</i> Chapter 2 – <i>The Research Question: Formulation of the Problem</i> Chapter 3 – <i>Exploratory, Descriptive, and Causal Research Designs</i> Chapter 4 – <i>Collecting Secondary Data from Inside and Outside ...</i> Integrated Cases 1-5 (deadline July 2 by 10:00 p.m.) EXAM 1 will open on July 1 at 10:00 p.m. EDT and close on July 2 at 10:00 p.m. EDT
Week 2 7/3 – 7/9	Readings and Lectures Chapter 5 – <i>Collecting Primary Data by Observation</i> Chapter 6 – <i>Collecting Primary Data by Communication</i> Chapter 7 – <i>Asking Good Questions</i> Chapter 8 – <i>Designing the Questionnaire</i> Integrated Cases 6-7 (deadline July 9 by 10:00 p.m.) <ul style="list-style-type: none"> • <i>Case 7 is to be submitted in a Microsoft Word file and will be 3x the weight of the other cases.</i> EXAM 2 will open on July 8 at 10:00 p.m. EDT and close on July 9 at 10:00 p.m. EDT
Week 3 7/10 – 7/16	Readings and Lectures Chapter 9 – <i>Developing the Sampling Plan</i> Chapter 10 – <i>Data Collection: Enhancing Response Rates while ...</i> Chapter 11 – <i>Data Preparation for Analysis</i> Integrated Case 8-9 (deadline July 16 by 10:00 p.m.) EXAM 3 will open on July 15 at 10:00 p.m. EDT and close on July 16 at 10:00 p.m. EDT
Week 4 7/17 – 7/23 (this will be an intense week, please do not put the work off until the last minute –	Readings and Lectures Chapter 12 – <i>Analysis & Interpretation: Individual Variables ...</i> Chapter 13 – <i>Analysis & Interpretation: Multiple Variables ...</i> Chapter 14 – <i>The Research Report</i> Integrated Case 10-12 & Final Report (deadline July 23 by 10:00 p.m.) <ul style="list-style-type: none"> • <i>The Final Report is to be submitted in a Microsoft Word file and will be 5x the weight of the other cases.</i>

start immediately)	<p>For the Final Report, use Chapter 14.1 “The Written Research Report” as your template. Use your work from the integrated report assignments as your source material. You’ve already done the work, now you simply need to format and report it appropriately. Make sure you give an in-depth recommendation supported by the data. I strongly encourage you to add charts and tables to explain your recommendations.</p> <p><u>Exam 4</u> – you may use your notes, text, and a calculator (you are allowed to use the calculator on your phone) for the exam.</p> <p>EXAM 4 will open on July 22 at 10:00 p.m. EDT and close on July 23 at 10:00 p.m. EDT</p>
--------------------	---

The course syllabus provides a general plan for the course; deviations may be necessary.