

UPPER IOWA UNIVERSITY
External Degree Program

BA 451-04 Marketing Research

Please read this introduction carefully before starting the course and refer to it for guidance as you proceed through the course.

COURSE DESCRIPTION:

This course is an examination of the information link between organizations and the consumers they seek to serve. Emphasis is placed on the development and understanding of the nature of marketing problems, types of research available, sampling techniques, applied statistics and questionnaire formulation. The steps of the research process are explored in depth. Prerequisites: MATH 220 and completion of at least nine semester credits in marketing courses. Three semester credits.

COURSE OBJECTIVES:

1. Define objectives and set parameters of a marketing research project.
2. Identify secondary and primary data sources for marketing research purposes.
3. Design and implement surveys, focus groups, depth interviews and experiments for gathering data in marketing research.
4. Describe how to design questionnaires and samples.
5. Analyze the data and evaluate marketing decisions.
6. Present the results of the marketing research process.

COURSE GOALS:

At the completion of the course, the students will understand the following major concepts:

- The role of marketing research
- The role of gathering marketing research
- The process of marketing research
- The steps in the research process
- The process of market research problem formulation
- The different types of research design
- Data collection methods, including: secondary and primary data, standardized marketing information, questionnaires and observation.
- How to design the data collection form
- The basics of measuring attitudes, perception and preferences
- Sampling and data collection
- Data analysis
- The written and oral research report

REQUIRED COURSE MATERIALS:

Text: Basic Marketing Research, Gilbert Churchill and Tom Brown, 5th Edition, Thomson/Southwestern, 2004

You may purchase your textbook through MBS Direct by calling their toll free number – 800-325-3252 or through the UIU homepage – www.uiu.edu. Click on the link called Resources for Center, External Degree and Online Program learners. Follow the link and select External Degree for your location.

COURSE OVERVIEW:

The study of Marketing Research is an interesting venture into the practical world of business. Often in the marketing courses a team of students is assigned a case to study. Frequently one of the first ideas presented by the team is that XYZ Company hires a marketing research firm to investigate consumer interest in a product. If a research firm could uncover all of the mysteries of the marketplace, then all an organization would have to do to assure success is to commission a research study about this product or that product and wait for the market research to give them the answer. It is not nearly that easy, as you are about to discover in this course.

Excellence in product design, production efficiency, ample financing and even effective marketing are not sufficient to guarantee an organizations survival. Ask the Acme Buggy Company of Dayton, Ohio. They made the top-of-the-line horse carriage at the turn of the century. Did they have a guarantee of continued success? No. If there was an assurance of continued organizational success, then what is missing from the organizational model?

All of us have read of political surveys that predict candidate A will win over candidate B, only to find out that B won in a landslide. What happened? Was the responder to the survey confused regarding the candidates? Did they lie? Were the questions misleading? How was the data verified and reported?

As an insight into the problems involving marketing research let me ask you the following series of questions. How would you describe the shirt you are now wearing? What is the basic human need that is being fulfilled by this product? When you bought this shirt, how many other products would have satisfied this basic human need at the same time? How many of these products were readily available within ten miles of your point of purchase? Of all of these possible product purchases, can you explain why you selected just that one item?

Why study marketing research at all? What good does it do? To answer this let me ask you if anyone would begin a trip to an unfamiliar location without referring to road signs, maps or advice from people who have been down that road before. Would a pilot refuse to look at the radar screen because it could give false echoes? Research, when properly done, provides invaluable information that helps reduce the risks in the business environment. The key is to do it properly. That is the point of this course.

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The text addresses this issue by providing a framework around the research problem. It separates the process into seven stages.

- Introducing marketing research
- Research design
- Data collection methods
- Data collection forms
- Sampling and data collection
- Data analysis
- Research reports

Students taking the marketing research course will complete the following:

- Churchill text reading assignments
- Four open book unit exams
- Proctored midterm and final exams
- Four Case Studies

EXAMINATION INFORMATION:

There are four self-examinations, a midterm, and a final for this course. The self-examinations are open book; the midterm (Units 1 & 2) and the final (Units 3 & 4) exams are closed book proctored exams.

I began my academic career as a student in the Upper Iowa External Degree program back in 1983, completing my undergrad degree at the Waterloo Center. I found it challenging and rewarding while it also tested the limits of my self-discipline. You might find it useful to follow the same plan I set out for myself at the beginning of each course I took through external degree. Other information you may find useful in successfully completing this and other courses:

1. Set a goal for when you would like to complete the course, 8 weeks, 10 weeks, etc.
2. From your goal, estimate how many hours of reading, studying, etc. you think will be required to meet your goal.
3. Plan on creating “Study or Class” hours and days. You will find it much easier to stay on course.
4. Read the chapters, TAKE NOTES, study the notes and then take your Unit Exams close book. If you have questions you can’t answer go back to the book to find the answers and add the information to your notes.
 - a. I cannot stress enough that you DO NOT want to simply use the book to answer the unit exams, you will not learn and you will not do well on the mid-term or final!

**"You must pass at least one
Proctored exam to pass this course"**

COMPOSITION OF GRADE:

Unit	Unit Exam Points	Case Study	Proctored Exams
1	80	50	
2	80	50	
Mid-Term			100
3	80	50	
4	80	50	
Final			100

Your grade will be determined in accordance with the scale below:

90% to 100%	A
80% to 90%	B
70% to 80%	C
60% to 70%	D
under 60%	F

Upper Iowa University uses a standard grading system:

- A = All work is excellent, shows exceptional understanding of materials; logical, clear, and insightful written and oral work, incorporates knowledge from other sources and moves easily to the next level of understanding, works well beyond minimum requirements.
- B = Understanding material is good to very good, demonstrates good grasp of material, good oral and written skills, produces more than the minimum requirements, quality of all work is high.
- C = Satisfactory understanding of the material, submits only the minimum requirements, communicates adequately in oral and written formats, displays an adequate understanding of all basic concepts.
- D = Quality and quantity written and oral work is below average and barely acceptable.
- F = Quality and quantity written and oral work is unacceptable.

CHEATING, ACADEMIC DISHONESTY AND PLAGIARISM:

Because cheating, academic dishonesty and plagiarism are affronts to the University community as a whole and a denial of the offender's own integrity, they will not be tolerated. Cheating includes but is not limited to:

- the use of unauthorized books, notes or other sources in the giving or securing of help in an examination or other course assignments,
- the copying of other students' work or allowing others to copy your work,

- the submission of work that is not your own or allowing others to submit your work as theirs,
- the submission of the same work for two or more classes without the approval of any instructors involved.

Academic dishonesty includes, but is not limited to:

- sharing academic materials knowing they will be used inappropriately,
- having access to another person's work without permission,
- providing false or incomplete information on an academic document,
- changing student records without approval.

Plagiarism includes, but is not limited to:

- the presentation of another's published or unpublished work as one's own,
- taking words or ideas of another and either copying them or paraphrasing them without proper citation of the source,
- using charts, graphs, statistics or tables without proper citation.

Detected cheating, academic dishonesty, or plagiarism will result in consequences that may, at the instructor's discretion, include course failure. In addition, an offender may be reported to the Senior Vice President for the Extended University, the Dean of the Extended University, or designee for possible disciplinary action, which may include suspension or dismissal from the University. Upper Iowa University may make use of various plagiarism detection services. Individuals, by enrolling in courses offered by the University, consent to submission by the University of course-related assignments to such services and the retention of a copy of such assignments by the service. Extended University Catalog 2004/05 page 85.

ATTENDANCE:

Even though a student does not attend a regular classroom in the traditional sense and keep up with a set schedule of assignments, it should be pointed out how important it is to keep yourself on a regular timely schedule if possible to complete and send in units. It is too easy to set work aside and decide to do it later. Suddenly, the need to complete assignments and get them in by deadlines can become stressful and, at times, impossible. The key would be to set time aside on a regular basis and submit work in a timely manner.

LIBRARY RESOURCES:

As a student of Upper Iowa University, you have access to the resources of the Henderson-Wilder Library on the Fayette campus. If travel to the campus is not feasible, you can access the library through the University's website. For InfoTrac access information, please contact the library at library@uiu.edu.

WITHDRAWAL:

If you wish to withdraw prior to the last day of the enrollment period you must contact the External Degree office by phone or in writing. After your original six month enrollment period you no longer have the option to withdraw from the course. You must finish the course or have a final grade assigned based on the coursework submitted.

SPECIAL NEEDS:

If you require accommodation for special needs, please provide documentation to: Director of External Degree.

This syllabus is tentative and subject to change.