

MARY BALDWIN UNIVERSITY
Business Administration Department

BUAD 338 - Audience Insights & Analysis
Canvas Course
Fall 2021

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Note: Every effort will be made to respond to phone messages and email sent before 6 pm, however there is no guarantee that a response will be received by the student before the following morning.

COURSE DESCRIPTION (As Indicated in the MBU Academic Catalog):

The study of the marketing research process involves understanding and learning about many different stages of the process, including design, methodology, analysis, and interpretation. Students gain understanding of both qualitative and quantitative methods of marketing research. The focus will be on providing students with a knowledge base that allows them to become effective users and preliminary “doers” of marketing research. Practical application comes through completion of consumer research projects. Cross listed as COMM 338.

COURSE OBJECTIVES:

By the end of the semester, students should be able to:

- Explain the key terms and concepts used to describe the marketing research field;
- Explain the major ideas and processes that characterize qualitative and quantitative marketing;
- Understand and demonstrate popular information gathering techniques in marketing research;
- Discuss the advantages and disadvantages of using various marketing techniques, and assess the most appropriate time for use;
- Recognize appropriate technological applications (e.g. those derived from available software) for use in marketing research;
- Identify ethical issues when employing marketing research practices;
- Understand marketing research as it is integrated into the larger corporate structure;
- Respond to various research issues and develop plans for action, and
- Comment intelligently on related current events.

To achieve these objectives, the course will include independent reading, exercises, usage of Canvas discussion features, and a final exam.

PREREQUISITE:

BUAD 230

REQUIRED TEXT:

Joseph F. Hair, Jr., et al, *Essentials of Marketing Research (5e)*, McGraw-Hill: New York, NY, 2010.
ISBN# 978-1-260-51185-7

Important Note: This is still a costly book in print due to its recent publication. Although other editions of the text are less expensive, the assignments you will be graded on are based on and/or are taken from this 5th edition. Absolutely no accommodation will be made for students ordering the incorrect edition. Students are encouraged to search www.amazon.com, www.chegg.com, www.textbooks.com or other related sites to find lower-cost copies. There are plenty available at online outlets, and please feel free to rent this text to save money - you will not need the online Access Code provided with brand-new copies. It is NOT recommended that you purchase any "international" version of this text.

Also, the instructor reserves the right to assign additional reading with adequate notice. Students may wish to regularly read one or more of the following: *Wall Street Journal*, *Business Week*, and *Fortune*. When applicable, informational articles will also be linked using the External Canvas feature.

DESCRIPTION OF REQUIREMENTS:

READING:

Assigned chapters in the text are listed on the course schedule. Written assignments will presuppose familiarity with topics treated in the text, so students should have read the indicated chapters before completing the assignment. Students are encouraged to utilize the resources provided on Canvas as extra study support.

LECTURE:

Despite being an online course, there is still the opportunity to provide some lecture material to supplement text readings. Students will be provided information on Canvas. When new information is posted, students will be sent messages, and are encouraged to review this material in a timely manner.

EXERCISES:

Students will be assigned SIX individual exercises throughout the course, which can take the form of a multiple-choice quiz, case study, or both. The assignments are designed to help the student synthesize textbook information, and apply concepts to "real-world" problems or issues. Details for these will be provided as they coincide with text chapters, with ample time given for completion. Students can expect exercise responses to be 2-4 typed pages in length maximum. NOTE: Exercises MUST be completed in the order assigned, and are open-book.

CANVAS DISCUSSION:

Through the use of Canvas applications, students will be able to engage in an online conversation regarding various marketing research topics of concern. Students will be expected to read these discussion threads and comment on FIVE throughout the semester. Specific instructions will be provided to students at the start of the course.

FINAL EXAM:

Assignments completed throughout the semester will serve to prepare the student for one comprehensive final exam. The comprehensive final exam will be provided to the student once all exercises have been completed, and will consist of multiple-choice, true-false and/or short-answer questions. The Final Exam will be open-book.

STUDENT EVALUATION:

All of the learning activities discussed previously will be evaluated and factored into the course grade. In the calculation of the grade, these activities will be weighted as follows:

Final Exam	25%
Six Exercises (@10% each)	60%
Five Discussion Comments (@3% each)	15%

At the end of the semester, the instructor will assign +'s and -'s using the grading scheme listed below. No automatic rounding of grades will occur, nor will there be any extra credit offered or guaranteed curve on any assignment. Students should strive to do their best right from the beginning of the semester.

93-100 = A	73-76.99 = C
90-92.99 = A-	70-72.99 = C-
87-89.99 = B+	67-69.99 = D+
83-86.99 = B	63-66.99 = D
80-82.99 = B-	60-62.99 = D-
77-79.99 = C+	59.99 and below = F

It is the student's responsibility to monitor his/her progress throughout the course. If the student has a question regarding the assignment of a grade, he/she should feel free to approach the instructor within one week of receiving the grade. Further, students should keep all returned graded work until the final grade is determined. In the case of a final grade dispute, and in the absence of any documented proof of the discrepancy, the instructor's grade book will be the determinant. Additionally, students who find themselves struggling at any point in the semester are encouraged to contact the instructor. Support is available, and students should not be shy about requesting assistance. Be advised, however, that the day before a major assignment is due is generally not the best time to ask for intensive help.

GENERAL POLICIES:

SEMESTER SCHEDULE:

The instructor reserves the right to change any part of the syllabus (readings, due dates for assignments, etc.) at anytime during the semester, and such changes are binding regardless of what is written in the syllabus. It is the student's responsibility to keep track of scheduled examination/assignment dates, any changes in these dates, and all other announcements made throughout the semester. Students can expect to be notified of changes through email and on the Canvas website.

CLASS COMMUNICATION: All class communications will be conducted using the MBU Canvas email and announcements features. Students are expected to monitor their Canvas listed email accounts, read any messages sent or posted by the instructor, and follow the specified directions. Students can expect to receive a weekly message, including upcoming due dates, assignments, etc. It is VERY important that these messages are read, and read in a timely manner. As more than one notification will be given, students remain responsible for whatever penalties that occur from either failure to read notices or failure to take action on them. NOTE: The instructor will not initiate email messages to any location other than the student's Canvas listed account. It is the student's responsibility to make sure that his/her email account is not "over quota." Further, if a student sends an email to the instructor from a non-Canvas account, his/her name should be written in the subject line for easier identification.

INFORMATION TECHNOLOGY:

All electronic work must be submitted using the following software applications: Microsoft Word, Access, Excel, and PowerPoint. Students using alternate formats such as PDF will not receive written feedback.

ASSIGNMENT DUE DATES:

The dates for all readings and major requirements are included in this document, and are listed with a due date. Students are expected to stay on top of work and to hand items in early or on time. To be fair to all involved, it is NOT the instructor's policy to regularly accept late work, therefore students should plan ahead for possible problems. Any assignment not handed in by 11:59pm on the listed due date is subject to a 10 point loss PER DAY the item is late. Students requesting extensions may be required to provide written documentation. All requests for extensions must be made by 11:59pm on the listed deadline. Deadline extensions will not be given for longer than one week unless extreme conditions exist - simply being "busy" does not qualify as an extreme condition.

NOTE: Students can expect to receive feedback usually within two weeks. If an assignment is late to the extent that it is not eligible to earn points, it will not be reviewed by the instructor. Additionally, the instructor will acknowledge receipt of a file within 24 hours. If a student has not received this confirmation, it is his/her responsibility to email the instructor in a timely manner. Failure to do so may result in late penalties.

INCOMPLETE/ET REQUESTS:

If a student is unable to complete all of the coursework during the current semester, he or she may request extra time (an incomplete/ET) in order to finish the course most successfully. Students should contact the instructor and advisor as soon as the Incomplete/ET request is desired. Students are subject to the required paperwork and filing deadlines set by MBU each semester; the Incomplete/ET requires approval by both the instructor and the college dean. Please note: The Incomplete/ET request will be approved at the instructor's discretion and for reasons beyond the student's control (illness, family emergency, etc.). Incomplete work must be completed by the end of the next calendar term. In unusual circumstances, such as prolonged illness, with the approval of the instructor, the registrar may extend the time. If the work is not completed within the time specified, the office of the university registrar will assign the grade awarded by the instructor based on the work completed to date.

ACCESSIBILITY SERVICES:

Any student with documented accessibility needs who feels they may need academic accommodations while taking this course, should first contact Dr. Carey Usher, Associate Provost (cusher@marybaldwin.edu, 540-887-7064) or Accessibility@marybaldwin.edu.

THE ACADEMIC RESOURCE CENTER:

The ARC is your one-stop-shop for writing, math, and all other subject and studentship tutoring. Residential students can meet with tutors virtually or face-to-face in the Center for Student Success, on the first floor of Grafton Library. Online and remote students can work virtually with tutors on papers, assignments, and test-taking strategies. Appointments are scheduled through TutorTrac (tutortrac.marybaldwin.edu). For more information, contact Dr. Carey Usher, Associate Provost (cusher@marybaldwin.edu, 540-887-7064) or ARC@marybaldwin.edu.

USE OF WIKIPEDIA: The instructor does not recognize the website Wikipedia as a valid source for paper/project citations. Students may utilize this site to gain preliminary definitional information and/or as a starting point for further research, however it is not to be used as a reliable source for any project and must not be quoted or paraphrased in any written material.

HONOR CODE:

All graded activities will be subject to the Mary Baldwin University's Honor Code. It is the student's responsibility to become familiar with and understand the provisions of the University's Honor Code and System, including students' rights and responsibilities. In particular, all individual assignments are to be completed solely by the individual student. If an individual has concerns or questions, those are to be addressed to the instructor ONLY. Further, the student has violated the Honor Code if he/she has attempted to represent the work of others as his/her own (this includes paraphrasing whether it be from a traditional paper source or on-line source). Any deviation of this policy is a violation of the Mary Baldwin University Honor Code. Any questionable activity will be reported to the Honor Council for investigation.

NOTE: Each written submission should contain the phrase “This work complies with the MBU Honor Code,” with a typed signature of the student.

CLASS SCHEDULE

The class schedule below is very loosely constructed to allow for ample completion of topics. It is provided as a recommendation for working through the course in the most efficient and thoughtful way. Students can expect to find Exercises posted in Canvas by the start of each indicated week, if not sooner.

Students are reminded to respond to FIVE Canvas discussion topics throughout the semester.

Week of August 30	Read Chapter One (Marketing Research for Managerial ...) Complete Course Attendance Check-in <u>Due September 5</u>
Week of September 6	Read Chapter Two (The Marketing Research Process & Proposals) Complete Exercise One <u>Due Sunday, September 12</u>
Week of September 13	Read Chapter Three (Secondary Data, Literature Reviews ...)
Week of September 20	Read Chapter Four (Exploratory & Observational ...) Complete Exercise Two <u>Due Sunday, September 26</u>
Week of September 27	Read Chapter Five (Descriptive & Causal Research Designs)
Week of October 4	Read Chapter Six (Sampling: Theory & Methods) Complete Exercise Three <u>Due Sunday, October 10</u>
Week of October 11	Read Chapter Seven (Measurement & Scaling)
Week of October 18	Read Chapter Eight (Designing the Questionnaire) Complete Exercise Four <u>Due Sunday, October 24</u>
Week of October 25	Read Chapter Nine (Qualitative Data Analysis)
Week of November 1	Read Chapter Ten (Preparing Data for Quantitative ...) Complete Exercise Five <u>Due Sunday, November 7</u>
Week of November 8	Read Chapter Eleven (Basic Data Analysis for Quantitative ...)
Week of November 15	Read Chapter Twelve (Examining Relationships in Quantitative ...) Complete Exercise Six <u>Due Sunday, November 21</u>
Week of November 22	Read Chapter Thirteen (Communicating Marketing ...) Complete Discussion Question Responses <u>Due Sunday, November 28</u> Receive/Begin Work on Final Exam <u>Due Friday, December 10</u>
Week of November 29	Continue Work on Final Exam <u>Due Friday, December 10</u>
Week of December 6	Complete Final Exam <u>Due Friday, December 10</u>