

MKTR 4370: Marketing Research

Rio Grande College of Business

Spring 2025

Faculty Information

Dr. Mike Dotson

(832) 656-7888 Phone

Michael.Dotson@sulross.edu

Office hours (By Appointment)

Course Description

Techniques used with marketing analytics, the social landscape and use of marketing analytics, analysis, and interpretation of marketing data, questionnaire design, and sampling methods.

Course Materials

Marketing Analytics: A Comprehensive Guide v1.0

Program Student Learning Outcomes

PO1. The students will describe the use of marketing analytics for desired business outcomes

PO2. The students will communicate business information through written, oral, and other delivery processes.

PO3. The students will identify and understand the impact and social responsibility issues of marketing analytics in business.

Course Student Learning Outcomes

CO1: Discuss and describe the use and benefit of marketing analytics in business

CO2: Discuss and describe how marketing analytics can be beneficial in business outcomes.

CO3:

Marketable Skills

Marketable Skill 1: Students will have the ability to apply the principles of business they learn to the management of existing businesses or the creation of new businesses.

Marketable Skill 2: Students will have the ability to use research and analysis to make informed decisions.

Marketable Skill 3: Students will have the ability to write business letters, emails, resumes and reports.

Marketable Skill 4: Students will have the ability to make effective oral presentations to both professional and general audiences.

Course Assignments and Grading

<i>Overview of Required Assignments</i>	<i>% of Final Grade</i>
Sales Forecasting Report (sample)	20%
Price Analysis and Recommendation Report (sample)	20%

Homework	30%
Discussion/Instructor Activity	20%
TOTAL	100%

Late Assignment Statement:

Assignment Title (xx% of Final Grade)

Assignment Title (xx% of Final Grade)

Discussion/Instructor Activity (xx% of Final Grade)

The instructor will determine a set of activities that support the outcomes and assignments of the class. These activities may include a variety of activities, including (but not limited to) team activities, discussions, participation/attendance, peer-reviews, student reflections, learning checks to be completed online and/or in-class. Descriptions are provided by the instructor in the course.

Course Schedule (editable)

Module	Key Topics & Assignments	Readings
1	<<Insert Module Title>> Due: <ul style="list-style-type: none"> • Discussion: Introduce Yourself • Discussion: • Assignment: 	
2	<<Insert Module Title>> Due: <ul style="list-style-type: none"> • Discussion: • Assignment: 	

3	<<Insert Module Title>> Due: <ul style="list-style-type: none">• Discussion:• Assignment:	
4	<<Insert Module Title>> Due: <ul style="list-style-type: none">• Discussion:• Assignment:	
5	<<Insert Module Title>> Due: <ul style="list-style-type: none">• Discussion:• Assignment:	
6	<<Insert Module Title>> Due: <ul style="list-style-type: none">• Discussion:• Assignment:	
7	<<Insert Module Title>> Due: <ul style="list-style-type: none">• Discussion:• Assignment:	
8	<<Insert Module Title>> Due: <ul style="list-style-type: none">• Discussion:• Assignment:	
9	<<Insert Module Title>> Due: <ul style="list-style-type: none">• Discussion:• Assignment:	
10	<<Insert Module Title>>	

	Due: <ul style="list-style-type: none"> • Discussion: • Assignment: 	
11		
12		
13		
14		
15		
16		

ADA Statement

SRSU Accessibility Services. Sul Ross State University (SRSU) is committed to equal access in compliance with the Americans with Disabilities Act of 1973. It is SRSU policy to provide reasonable accommodations to students with documented disabilities. It is the student’s responsibility to initiate a request each semester for each class. Students seeking accessibility/accommodations services must contact Mrs. Mary Schwartz Grisham, LPC, SRSU’s Accessibility Services Director or Ronnie Harris, LPC, Counselor, at 432-837-8203 or email mschwartz@sulross.edu or ronnie.harris@sulross.edu. RGC students can also contact Alejandra Valdez, at 830-758-5006 or email alejandra.valdez@sulross.edu. Our office is located on the first floor of Ferguson Hall, room 112, and our mailing address is P.O. Box C122, Sul Ross State University, Alpine. Texas, 79832.

Student Responsibilities Statement

All full-time and part-time students are responsible for familiarizing themselves with the [Student Handbook](#) and the [Undergraduate & Graduate Catalog](#) and for abiding by the [University rules and regulations](#). Additionally, students are responsible for checking their Sul Ross email as an official form of communication from the university. Every student is expected to obey all federal, state and local laws and is expected to familiarize themselves with the requirements of such laws.

SRSU Distance Education Statement

Students enrolled in distance education courses have equal access to the university's academic support services, such as library resources, online databases, and instructional technology support. For more information about accessing these resources, visit the SRSU website.

Students should correspond using Sul Ross email accounts and submit online assignments through Blackboard, which requires a secure login. Students enrolled in distance education courses at Sul Ross are expected to adhere to all policies pertaining to academic honesty and appropriate student conduct, as described in the student handbook. Students in web-based courses must maintain appropriate equipment and software, according to the needs and requirements of the course, as outlined on the SRSU website. Directions for filing a student complaint are located in the student handbook.

Counseling

Sul Ross has partnered with TimelyCare where all SR students will have access to nine free counseling sessions. You can learn more about this 24/7/365 support by visiting [Timelycare/SRSU](#). The SR Counseling and Accessibility Services office will continue to offer in-person counseling in Ferguson Hall room 112 (Alpine campus), and telehealth Zoom sessions for remote students and RGC students.

Libraries

The Bryan Wildenthal Memorial Library and Archives of the Big Bend in Alpine offer FREE resources and services to the entire SRSU community. Access and borrow books, articles, and more by visiting the library's website, library.sulross.edu/. Off-campus access requires logging in with your LoboID and password. Librarians are a tremendous resource for your coursework and can be reached in person, by email (srsulibrary@sulross.edu), or by phone (432-837-8123).

No matter where you are based, public libraries and many academic and special libraries welcome the general public into their spaces for study. SRSU TexShare Cardholders can

access additional services and resources at various libraries across Texas. Learn more about the TexShare program by visiting library.sulross.edu/find-and-borrow/texshare/ or ask a librarian by emailing srsulibrary@sulross.edu.

Mike Fernandez, SRSU Librarian, is based in Eagle Pass (Building D-129) to offer specialized library services to students, faculty, and staff. Utilize free services such as InterLibrary Loan (ILL), ScanIt, and Direct Mail to get materials delivered to you at home or via email.

Academic Integrity

Students in this class are expected to demonstrate scholarly behavior and academic honesty in the use of intellectual property. Students should submit work that is their own and avoid the temptation to engage in behaviors that violate academic integrity, such as turning in work as original that was used in whole or part for another course and/or professor; turning in another person's work as one's own; copying from professional works or internet sites without citation; collaborating on a course assignment, examination, or quiz when collaboration is forbidden. Students should also avoid using open AI sources ***unless permission is expressly given*** for an assignment or course. Violations of academic integrity can result in failing assignments, failing a class, and/or more serious university consequences. These behaviors also erode the value of college degrees and higher education overall.

Classroom Climate of Respect

Importantly, this class will foster free expression, critical investigation, and the open discussion of ideas. This means that all of us must help create and sustain an atmosphere of tolerance, civility, and respect for the viewpoints of others. Similarly, we must all learn how to probe, oppose and disagree without resorting to tactics of intimidation, harassment, or personal attack. No one is entitled to harass, belittle, or discriminate against another on the basis of race, religion, ethnicity, age, gender, national origin, or sexual preference. Still, we will not be silenced by the difficulty of fruitfully discussing politically sensitive issues.

Supportive Statement

I aim to create a learning environment for my students that supports various perspectives and experiences. I understand that the recent pandemic, economic disparity, and health concerns, or even unexpected life events may impact the conditions necessary for you to succeed. My commitment is to be there for you and help you meet the learning objectives of this course. I do this to demonstrate my commitment to you and to the mission of Sul Ross State University to create a supportive environment and care for the whole student as part of the Sul Ross Familia. If you feel like your performance in the class is being impacted by your experiences outside of class, please don't hesitate to come and talk with me. I want to be a resource for you.

