

## **MKTR 4370: Marketing Research**

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**Office hours:** On-line (Teams). Email to make an appointment.

**Credit Hours/Time Dedicated (per week):** 3 credits/9 hours of time commitment (class time, reading, quizzes, studying)

**Classroom/Time:** Online.

**Prerequisites:** None.

**This syllabus is subject to change. You will be notified if any change is made.**

### **Required Class Materials**

**Required textbook:** Hair, J. F., Celsi, M., Bush, R. P., & Ortinau, D. J. (2017). *Essentials of marketing research* (6th ed.). McGraw-Hill Education.

### **Library Resources**

The Bryan Wildenthal Memorial Library and Archives of the Big Bend in Alpine offers 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](http://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](mailto: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/texshare](http://library.sulross.edu/texshare) or ask a librarian by emailing [srsulibrary@sulross.edu](mailto: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, ScanIt, and Direct Mail to get materials delivered to you at home or via email.

## **Course Description**

This course equips students with the knowledge and skills to conduct rigorous marketing research in support of data-driven business decision-making. Students will explore a broad spectrum of research methods — including in-depth interviews, observation, surveys, experimental designs, modeling techniques, and secondary data analysis — and will develop the practical ability to design and execute research studies that address real-world marketing and business challenges.

## **Student Learning Outcomes**

After successful completion of the course, students will be able to

1. Identify and clarify the research question
2. Evaluate alternative research methods for a given research question.
3. Determine optimal research strategy
4. Distinguish between qualitative and quantitative research
5. Evaluate quality of a research method

## **Business Administration Program Student Learning Outcomes (SLO)**

- The students will analyze and solve business problems across major business functions, using fundamental business principles and strategies.
- The students will communicate business information through written, oral, and other delivery processes.
- The students will identify and understand the impact of ethical and social responsibility issues in business.

## **Marketable Skills for the Business Administration program**

- Students will apply the principles of business to the management of existing businesses or the creation of new businesses.
- Students will use appropriate information from research and analysis to make informed decisions.
- Students will be able to write business correspondence, including letters, emails, reports, and resumes.
- Students will be able to make effective oral presentations to both professional and general audiences.

## **Teaching Methods/Course Format**

This is an online course. With my guide, I hope you can work on the different activities, submit them before their deadlines, and reach the learning objectives of the course.

### Assessment Strategy

<b>Homework</b>	20%
<b>Special Assignment</b>	10%
<b>Price Analysis and Recommendation Report</b>	25%
<b>Project Paper</b> (Detailed instructions for completing the project paper will be provided later)	30%
<b>Discussion</b>	15%

### Course Schedule and Contents

<b>Week</b>	<b>Topics / Activities</b>
Week 1	Chapter 1, Chapter 2 and Chapter 3
Week 2	Chapter 4, Chapter 5, and Chapter 6
Week 3	Chapter 7, Chapter 8, and Chapter 9, and <b>Questionnaire Design Assignment</b> due (07/19)
Week 4	Chapter 10, Chapter 11, and <b>Price Analysis and Recommendation Report</b> due (08/02)
Week 5	Chapter 12, Chapter 13
Week 6	<b>Project Paper</b> due (08/12)

### Grading Policies and Procedures

If you believe there has been an error in the way your work has been graded, please email me to request a review. Any changes to exam or assignment grades must be requested no later than one week after the respective deadline. For the final learning check (LC) or homework, this request must be made before the start of the final exams.

Students who miss an exam due to required participation in a university activity, the death of an immediate family member, or a serious illness (please note that COVID quarantine without a positive test does not qualify) will be eligible for a make-up exam upon request. This request must be made no later than two weeks after the incident. If you miss an exam for one of the valid reasons mentioned, please contact me within the next 48 hours (2 days) to be eligible for a make-up assignment. The instructor reserves the right to determine the format of any makeup exams.

Please be aware that students who miss an exam for any other reason will receive a score of zero for that exam.

Please remember the following information: Achieve keeps track of all your activities. It records when you start and complete tasks such as learning curves (LC), reading, and homework. If you do not complete an assignment by its deadline, you will receive a score of zero. For homework, you will earn the score you achieve by the deadline. Additionally, if you do not engage in any activities, Achieve will not record anything. Therefore, if you see a zero for any of your activities in Achieve, it indicates that you:

6. Fail to pass an LC before the deadline.
7. Did not complete a LC before the deadline (failed)
8. Did not work at all on the assignment.

### Grading Scale

Percent Range (Final Score)	Letter Grade
90 - 100	A
80 - 89	B
70 - 79	C
60 - 69	D
59 and below	F

### Course Expectations

#### Student Expectations of Instructor:

- The instructor will treat each one of you with respect and as an individual with his/her own beliefs, thoughts, and needs.
- The instructor will provide weekly communication with the class through announcements (video and text), email notifications, and virtual office hours.
- The instructor will respond to emails within 24 hours of receipt during the hours of 9:00 am-4:00 pm, Monday-Friday.
- The instructor will be available to answer questions from students during virtual office hours.
- The instructor will grade assignments and projects according to the specific rubric within two weeks of the submission date.
- The instructor will provide feedback to journals and discussion boards as needed, every week.

- The instructor will provide clear and concise instructions on how to complete the online course requirements or any other activity.
- The instructor will provide a range of opportunities to engage in the course content in a meaningful way.
- And, finally, but not less importantly, the Instructor will not change the deadline for the assignments unless something of major force happens.

### **Instructor Expectations of Students:**

- Positive, proactive, or successful students should be diligent in using both oral and written communication showing respect for each one individual's opinion.
- Positive, proactive, or successful students will familiarize themselves with the course syllabus, policies, assessments, evaluation, grading criteria, and course design.
- Positive, proactive, or successful students will complete all coursework on the assigned due date.
- Positive, proactive, or successful students will engage in the course, with their peers, and the instructor, and with open communication and active participation.
- Students should respond to instructor communication requests regarding course progress and general inquiries in a timely manner.
- Positive, proactive, or successful students will not plagiarize the work of others, or use the work of their peers and claim it as their own.
- Positive, proactive, or successful students will use the American Psychological Association (APA) system of referencing when submitting a paper.
- Positive, proactive, or successful students will pre-plan for testing situations and ensure they can access the internet to complete the exam during its assigned date and time.
- Students will be proactive and resourceful to problem solve in case of internet or technical issues.

### **Sul Ross State University Important Information**

#### 1. Official Communications

Official outside-of-class meeting communications will be delivered to the students via their SRSU e-mail. Students are responsible for checking their e-mail daily. Not having checked messages is not a valid excuse for missed coursework. Communication can also be done by appointment. IT support regarding Blackboard is listed below.

Online Support Desk: 888.837.6055 | [blackboardsupport@sulross.edu](mailto:blackboardsupport@sulross.edu) | Available 24/7

Lobo Technology Assistance Center (LTAC): 888.837.2882 | [techassist@sulross.edu](mailto:techassist@sulross.edu) | Available: Monday-Friday 8 a.m. - 5 p.m.

Or by clicking at <https://www.sulross.edu/bb/>.

## **2. Policy on Academic Misconduct**

Please refer to:

[https://d1mg6ms3faonj.cloudfront.net/wpcontent/uploads/2020/09/student\\_handbook\\_2019-2020\\_revision\\_12.7.2020.pdf](https://d1mg6ms3faonj.cloudfront.net/wpcontent/uploads/2020/09/student_handbook_2019-2020_revision_12.7.2020.pdf)

Students should familiarize themselves with the SRSU Student Code of Conduct. Cheating, plagiarism, and/or other forms of academic misconduct are NOT TOLERATED in class. Any student found guilty of such misconduct will be subject to disciplinary action, including, but not limited to, zero score on his/her class activities.

## **3. Special Needs**

Sul Ross State University is committed to equal access in compliance with the Americans with Disabilities Act of 1973. It is the student's responsibility to initiate a request for accessibility services. Students seeking accessibility services must contact Mary Schwartz, M. Ed., L.P.C., in Counseling and Accessibility Services, Ferguson Hall, Room 112. The mailing address is P.O. Box C-122, Sul Ross State University, Alpine, Texas 79832. Telephone: 432-837-8691. E-mail: [mschwartz@sulross.edu](mailto:mschwartz@sulross.edu). All medical information is treated confidentially.