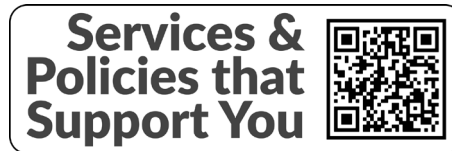


BUS 369-0003 (80507) Marketing Research
College of Management and Human Services
School of Business: Spring 2023
Marketing



[Access to Academic Services & Policies](#)

Course Information:

- Course Title, Number, Section Number: Marketing Research | 369 | 80507 |
- Course Meeting days | Times | Location: Monday/Wednesday: 11:00am – 12:15pm: Luther Bonney 202

Professor's Information:

- Eklou Romaric Amendah, PhD
- Office Location: Luther Bonney 215
- Email: eklou.amendah@maine.edu
- **Office Hours: Monday/Wednesday: 10:00am – 11:00am**
- You can also schedule an appointment, (send an email to Dr. Amendah)

I. Course Materials & Books: Essentials of Marketing Research, By Babin, Barry J. Edition: 7th

1. Required

The textbook is important in this class. Class lectures, discussions, semester project and assignments are based on the content of the textbook. Having the textbook facilitates your understanding of the material and helps you prepare for the exam, quiz, and semester project.

2. Supplemental Material

Dr. Amendah usually posts additional class material on Brightspace. Articles and short discussion videos will be posted in Brightspace as well. Please download and read the material, watch the videos once they are posted.

3. Technology Requirements

The technology platform required for this course is Brightspace. Brightspace would be used to teach this course. Lectures would be posted in Brightspace at least a week before the session; assignment would be uploaded in Brightspace. Each student grade would be posted in Brightspace as well.

Please use the link below to learn how to navigate Brightspace. Also, feel free to ask Dr. Amendah how to find course material and course information in in Brightspace.

<https://www.youtube.com/playlist?list=PLOrnAT84sHbDfVhJYp4iAQBmHf8DgyWH>

II. Course Description, including format

This course presents students with the mechanism of research (the research process). As a component of business intelligence, research is the systematic process of generating information to make sound business decisions. It mainly focuses on understanding and addressing consumers 'needs. Many strategic business decisions are guided by marketing research. That is why business executives value research. The following questions are important in research: What risks managers incur when they make decisions that are not business oriented? Do managers always need research before making their decisions? Is research important to explore new business opportunities? These questions will be explored in this course.

III. Learning outcomes

O1: Use research as a tool to assess business issues and opportunities

O2: Identify and implement the research process

O3: Design a quantitative study

O4: Collect data

O5: Use SPSS to analyze primary and secondary data

O6: Report the findings

IV. Class structure

Each student is expected to do the following things to prepare and participate in class:

1. Prepare to address Dr. Amendah's discussion questions
2. Prepare to participate in a group assignment

Important Note: Only students who are present in class and contribute to the discussion/assignment will receive a grade. **Students who are absent (with no legitimate reasons) when assignments and discussion topics are given will receive zero for the assignments and no credits for the discussion topics given that day.**

Dr. Amendah will check attendance at the beginning of each session, present the lecture materials, and present the discussion questions.

Class Schedule and Assignments

(This schedule could change during the course. Student would be notified of potential changes)

Meeting Dates		Session Topics
Week 1	Wednesday January 18th	Introduction – Syllabus, Class structure and Semester Project presentation
Week 2	Monday January 23rd	Lecture 1: The role of marketing research
	Wednesday January 25th	Lecture 1 Cont.: The role of marketing research Semester Project Group Creation Discussion Questions #1
Week 3	Monday January 30th	Lecture 2: The marketing research process Discussion Questions #2
	Wednesday February 1st	Lecture 2 Cont.: The marketing research process Assignment 1 Launch: Semester Project Part 1 Due February 8 th @ 11:00pm in Brightspace
Week 4	Monday February 6th	Lecture 3: Harnessing Big data into better decisions Library Instructions: Semester Project
	Wednesday February 8th	Lecture 3 Cont.: Harnessing Big data into better decisions Launch: Semester Project Part 2 Due February 22 nd @ 11:00pm in Brightspace
Week 5	Monday February 13th	Lecture 4: Survey Research Quiz
	Wednesday February 15th	Lecture 4 Cont.: Survey Research
Week 6	Monday February 20th	President's Day: No Class
	Wednesday February 22nd	Lecture 5: Questionnaire design Assignment 2

Week 7	Monday February 27th	Lecture 5 Cont.: Questionnaire design
	Wednesday March 1st	Lecture 6: Secondary data research in a digital age Discussion Questions #3
Week 8	Monday March 6th	Lecture 6 Cont.: Secondary data research in a digital age Exam Review
	Wednesday March 8th	EXAM
Week 9	Monday March 13th	Spring Break: No Class
	Wednesday March 15th	Spring Break: No Class
Week 10	Monday March 20th	Lecture 7: Measurement and attitude scaling
	Wednesday March 22nd	Lecture 7 Cont.: Measurement and attitude scaling Lecture 8: Sampling design and sampling procedures
Week 11	Monday March 27th	Lecture 8: Sampling design and sampling procedures Lecture 9 Cont.: Regression analysis/SPSS Data Analysis Launch: Semester Project Part 3 Due April 5 th @ 11:00pm in Brightspace
	Wednesday March 29th	Data Analysis Assignment 3
Week 12	Monday April 3rd	Lecture 10: Research observation Discussion Questions #4
	Wednesday April 5th	Lecture 10: Research observation Cont. Launch: Semester Project Part 4 Due April 12 th @ 11:00pm in Brightspace
Week 13	Monday April 10th	Lecture 11: Conducting Marketing Experiment
	Wednesday April 12th	Lecture 11 Cont.: Conducting Marketing Experiment

Week 14	Monday April 17th	Finalize the semester Project
	Wednesday April 19th	Finalize the semester Project
Week 15	Monday April 24th	Project Presentation
	Wednesday April 26th	Project Presentation
Week 16	Monday May 1st	Final Exam Week: There is no Final Exam in this class this week
	Wednesday May 3rd	

V. Student evaluation

Students' performance is evaluated by using various criteria including semester project, lecture assignments, quiz, and exam. Statistically, using various evaluation assignments ensures an accurate evaluation of students' performance.

1. Semester Project

Students will complete a semester project in group. The semester project reflects the research process. The research process involves different steps including designing the research objective, designing the research plan, creating a model, collecting data, analyzing the data and reporting the findings. Given the complexity of the semester project students are required to complete it in group.

The semester project consists of conducting research to address a company issue or clarify an opportunity for a company. A full project guideline will be distributed in class. Please see below the specific components of the project:

- Introduction
- Issue/opportunity at hand
- Research objective/model development
- Importance of the research
- Literature review/Hypothesis development
- Methodology
- Data collection
- Data analysis
- Discussion
- Conclusion

2. Assignments

There are three assignments scheduled throughout the semester. Only students who complete the assignments will receive their grades. As indicated above, students who are not present in the class sessions in which the assignments are given will receive zero point for the assignment they missed. The assignments will not count against students who have legitimate reasons for not being in class the day the assignments are given. There are no makeup assignments. The assignment grades will contribute to student's overall performance in the course.

3. Discussion questions

Discussions will be given as individual or group questions. Students could receive extra credit points if questions are answered correctly. Points earned in discussion questions could be added to either the quiz, exam, or assignment but not to the semester project. Students who are not present in the class sessions in which the discussion questions are given will not receive extra credit points. The discussion questions will not count against students who have legitimate reasons for not being in class the day the questions are assigned. There are no makeup discussion questions.

4. Quiz in zoom

One quiz will be given in the course of the semester. The quiz is scheduled early in the semester to make sure that students understand the terms and concepts introduced in the course. Students will be provided with specific information about the quiz format, grade and structure at least two sessions before the quiz.

5. Exam In Zoom

One exam is scheduled in the semester. The format and evaluation method of the exam will be discussed in class. A study guide will be provided at least a week before the exam. There will also be an exam review session before the official date of the exam.

6. Contribution/Participation:

Each student will receive a contribution/participation grade at the end of the semester. Students with strong contribution to class discussions will receive high participation grade. Asking questions, answering questions, making suggestions, participating in class discussions, submitting assignments on time, submitting semester project parts for feedback on time, and attending lecture sessions regularly contribute to strong contribution/participation in this course.

7. Bonus points

Two bonus points may be awarded by Dr. Amendah every time a student answers a question, asks a critical question, and gives constructive arguments. Only Dr. Amendah determines if an answer, a comment, and a question deserves the 2 bonus points. Each student is notified at the end of the class session every time 2 points are awarded. The bonus points could be accumulated by students all through the semester. The points will be added to the quiz, assignments, or exam but not to the semester project.

VI. Assessment

As mentioned above, there are different evaluative criteria in this course including semester project, quiz, exam, contribution/participation, and assignments. All of these performance factors will be used to calculate the final grade at the end of the semester. The semester project, exam and contribution will be assessed on a 100-point scale. The quiz and assignments will be assessed on a lower point scale however they will be converted back to 100- scale to ensure consistency in the overall grading system.

Teamwork is an important competency of the school of business that's why there are group assignments. As indicated above there are group and individual assignments (meaning individual and group grades). ***Individual grades are going to be assigned for quiz, exam, some assignments, and contribution/participation. Group grades are going to be assigned to the semester project and some assignments.***

VII. Peer Evaluation

For the semester project, students will perform peer evaluation in each group. Group members will evaluate each other's contribution on the project. The peer evaluation and Dr. Amendah's

observation of individual performance within the group during the course of the semester will be factored into each student semester project grade. Dr. Amendah will provide more information about this process in class. All the grades will be posted in Brightspace.

VIII. Grading Criteria

Grade Item	Number	Scale/Point value per item	Percentage
Quiz	1	100	15%
Assignments	3	100	15%
Exam	1	100	20%
Semester Project	1	100	25%
Presentation	1	100	10%
Contribution/Participation	1	100	15%

IX. Grading Scale

100-93%=	A	79-77% =	C+
92-90% =	A-	76-73% =	C
89-87% =	B+	72-70% =	C-
86-83% =	B	69-60% =	D
82-80% =	B-	60% or lower=	F

X. Course Evaluations

At the end of each semester every student has the opportunity to provide constructive feedback on the course. It is important to me that you take the time to let me know your thoughts about the course. I use your feedback to make improvements in the course materials, assignments, and outcomes.

XI. Course Policies

1. Attendance

Students are expected to attend zoom lecture sessions every time the class meets. Attendance will be checked at the beginning of each session. It is the student's responsibility to inform Dr. Amendah of a potential absence. Students who are not in class when assignments, quiz, exam are given will receive zero point.

2. Attendance Policy: Inclement weather

From time to time USM will close the University due to inclement weather. When the cancellation is for an entire day, the class content will be made up at another time or through additional, outside of class, assignments in Brightspace.

3. Cancellation

It is extremely rare for Dr. Amendah to cancel class. Students will be notified if Dr. Amendah must attend a conference. Most conferences are scheduled online.

When the school opens late or closes early, and the time selected is during the middle of class, we will still hold the class unless you are otherwise notified by me. Two examples:

- If class starts at 1pm, but the University is closing at 1:30pm, we will still have class unless you hear from me.
- If class starts at 1pm, but the University is opening at 1:30pm, we will still have class unless you hear from me.

XII. ACADEMIC INTEGRITY / PLAGIARISM

Everyone associated with the University of Southern Maine is expected to adhere to the principles of academic integrity central to the academic function of the University. Any breach of academic integrity represents a serious offense. Each student has a responsibility to know the standards of conduct and expectations of academic integrity that apply to academic tasks. Violations of academic integrity include any actions that attempt to promote or enhance the academic standing of any student by dishonest means. Cheating on an examination, stealing the words or ideas of another (i.e., plagiarism), making statements known to be false or misleading, falsifying the results of one's research, improperly using library materials or computer files, or altering or forging academic records are examples of violations of this policy which are contrary to the academic purposes for which the University exists. Acts that violate academic integrity disrupt the educational process and are not acceptable.

Evidence of a violation of the academic integrity policy will normally result in disciplinary action. A copy of the complete policy may be obtained from the office of Community Standards and Mediation, online at usm.maine.edu/community-standards-mediation/academic-integrity or by calling and requesting a copy at (207) 780-5242.

XIII. FINAL EXAMINATIONS/FINAL PROJECT

The final exam in this course is the semester project. A final exam will not be given separately during the final exam period. Please refer to the schedule above for the due date of the semester project.

It is a USM academic policy that no tests or exams may be scheduled during the last week of classes.

XIV. UNIVERSITY POLICIES AND RESOURCES

DISABILITY ACCOMMODATIONS

The university is committed to providing students with documented disabilities equal access to all university programs and services. If you think you have a disability and would like to request accommodations, you must register with the Disability Services Center. Timely notification is essential. The Disability Services Center can be reached by calling 207-780-4706 or by email dscusm@maine.edu. If you have already received a faculty accommodation letter from the Disability Services Center, please provide me with that information as soon as possible. Please make a private appointment so that we can review your accommodations.

TUTORING AND WRITING ASSISTANCE

Tutoring at USM is for *all* students, not just those who are struggling. Tutoring provides active feedback and practice, and is available for writing, math, and many more subjects. Walk-in tutoring is available at the Glickman Library in Portland, the Gorham Library, and the LAC Writing Center. For best service, we recommend making an appointment at <https://usm.maine.edu/learningcommons/schedule-tutoring-appointment>. Questions about tutoring should be directed to Naamah Jarnot at 207-780-4554. Interested in becoming a more effective, efficient learner? Check out <https://usm.maine.edu/agile!>

COUNSELING

Counseling is available at USM. The best way to schedule an appointment is by phone at 780-5411. More information is available at <https://usm.maine.edu/uhcs>.

RECOVERY ORIENTED CAMPUS CENTER (ROCC)

A peer support community for students in recovery from substance abuse and other mental health conditions is available at USM. More information may be found online at <https://usm.maine.edu/recovery> or by contacting ROCC at 207-228-8141.

NONDISCRIMINATION POLICY AND BIAS REPORTING

The University of Southern Maine is an EEO/AA employer, and does not discriminate on the grounds of race, color, religion, sex, sexual orientation, transgender status, gender expression, national origin, citizenship status, age, disability, genetic information or veteran's status in employment, education, and all other programs and activities. The following person has been designated to handle inquiries regarding non-discrimination policies: Amie Parker, Interim Director of Equal Opportunity, The Farmhouse, University of Maine Augusta, Augusta, ME 04333, 207.581.1226, TTY 711 (Maine Relay System). Incidents of discrimination or bias at USM should be reported to Associate Vice President for Student Affairs David Roussel at 207-780-5242.

STATEMENT ON RELIGIOUS OBSERVANCE FOR USM STUDENTS

Absence for Religious Holy Days: The University of Southern Maine respects the religious beliefs of all members of the community, affirms their rights to observe significant religious holy days, and will make reasonable accommodations, upon request, for such observances. If a

student's religious observance is in conflict with the academic experience, they should inform their instructor(s) of the class or other school functions that will be affected. It is the student's responsibility to make the necessary arrangements mutually agreed upon with the instructor(s).

XV. TITLE IX STATEMENT

The University of Southern Maine is committed to making our campuses safer places for students. Because of this commitment, and our federal obligations, faculty and other employees are considered mandated reporters when it comes to experiences of interpersonal violence (sexual assault, sexual harassment, dating or domestic violence, and stalking). Disclosures of interpersonal violence must be passed along to the University's Deputy Title IX Coordinator who can help provide support and academic remedies for students who have been impacted. More information can be found online at <http://usm.maine.edu/campus-safety-project> or by contacting Sarah E. Holmes at sarah.e.holmes1@maine.edu or 207-780-5767. If students want to speak with someone confidentially, the following resources are available on and off campus: University Counseling Services (207-780-4050); 24 Hour Sexual Assault Hotline (1-800-871-7741); 24 Hour Domestic Violence Hotline (1-866-834-4357).

POLICY ON ACCEPTABLE CONDUCT IN CLASS SETTINGS

If a student substantially disrupts a class, the professor may ask the student to align with this policy on conduct in a class setting. If the student refuses, the professor may, at their discretion, ask the student to leave. If the professor takes this step, they must attempt to communicate with the student and provide informal counsel and advice. The professor may elect to notify their dean of the situation as well. If the student disrupts the class again, the professor may, at their discretion, provide a written notification to the student, describe the offending behavior, and refer the student's case to the appropriate academic dean and notify the dean of students that an official student conduct code violation has occurred [<https://usm.maine.edu/community-standards-mediation/conduct-process>].

Academic Services & Policies

Below you'll find information for our most crucial student services and supports. For USM's most complete and current information on services available to students, as well as academic policies, see [The Academic Services & Policies Overview webpage](#).¹

- **Request disability accommodations** | (207) 780-4706 | dsc-usm@maine.edu
- **Report Interpersonal violence** | (207) 780-5767 | usm.titleix@maine.edu
- **Report On-Campus Emergencies and Safety Concerns** | (207) 780-5211 or your local police agency.
- **Get academic help** | mycampus.maine.edu/group/usm/learning-commons1

¹ <https://mycampus.maine.edu/group/usm/common-syllabus>

- **Get technology help** | usm.maine.edu/computing/helpdesk
- **Meet with an Advisor** | usm.maine.edu/advising



Scan the QR Code to go to the [Academic Services & Policies webpage](#)