

MIDSTATE COLLEGE
411 W. NORTHMOOR RD. PEORIA, IL 61614
(309) 692-4092 (800) 251-4299
Fall 2017

Course: MKT430 Marketing Research

Credit: 4 Quarter Hours

Method of Delivery: Flex

Course Description:

Students will explore the nature, role, and scope of marketing research as it relates to goods and services. Students will learn how to use statistics to gain an understanding of the data and to make meaningful decisions. Students will be involved in hands-on activities, aiming to solidify the understanding of the methods of collection, analysis and summarization of data, pertinent to solving marketing problems.

Prerequisite(s): BUS232 & MKT305

Text(s) & Manuals(s): Marketing Research, 8th Edition

Author(s): Alvin Burns, Ann Veeck & Ronald Bush

Publisher: Pearson 2017

Materials Needed for this Course:

Additional Supplies: none

Hardware/Software and Equipment: Access to computer, internet and meet the minimum eLearning system requirements for Midstate College as stated in the Student Handbook.

Topics:

- Marketing research
- Marketing industry and insights
- Research process and define problems
- Research methods, techniques and samples
- Analyzing marketing data
- Marketing decision making
- International marketing perspectives
- Ethical considerations
- Marketing social applications

Learning Objectives: Upon completion of this course, the student will be able to:

- 1.) Examine and discuss the nature, role and scope of marketing research.
- 2.) Critique industry marketing practices.
- 3.) Assess the research process and investigate ethical considerations.
- 4.) Compare/contrast research methods and formulate research techniques.
- 5.) Analyze marketing data and generate workable solutions/plans.
- 6.) Critique and assess marketing from an international perspective.
- 7.) Design a marketing plan using social media applications.

Midstate Grading Scale:

90 - 100	A
80 - 89	B
70 - 79	C
60 - 69	D
0 - 59	F

Midstate Plagiarism Policy:

Plagiarism is using another person's words, either by paraphrase or direct quotation, without giving credit to the author(s). Plagiarism can also consist of cutting and pasting material from electronic sources by submitting all or a portion of work for assignment credit. This includes papers, computer programs, music, sculptures, paintings, photographs, etc. authored by another person without explicitly citing the original source(s). These actions violate the trust and honesty expected in academic work. Plagiarism is strictly against the academic policy of Midstate College. Its seriousness requires a measured, forceful response which includes consequences for inappropriate and/or no citation.

In courses containing writing assignments, the College promotes the use of an electronic resource which compares the student's writing against previously submitted papers, journals, periodicals, books, and web pages. Students and instructors can use this service to reduce the incidence of plagiarism. This electronic resource has been found to conform to legal requirements for fair use and student confidentiality. It is able to provide a report to the student indicating the parts of the assignment that match.

Student Success:

The Office of Student Success is available to students seeking tutoring for individual classes or who need assistance with writing assignments. Information is also available on test taking techniques, how to take notes, developing good study skills, etc. Contact Student Success in Room 110 (in person); (309) 692-4092, extension 1100 (phone); studentsuccess@midstate.edu (email).

Instructor:

Dr. Bridgette Heard

Midstate e-mail: beheard@midstate.edu

Office Phone: 1-309-692-4092 x

Office Hours: appointments are available to be scheduled or in Joule classes by messaging Monday mornings.

Policies and Procedures:

- 1.) All assignments and benchmarks must be completed on time.
- 2.) 10% will be deducted for late work.
- 3.) Academic dishonesty will be referred to our Dean of Students.
- 4.) If a student is aware he/she will be absent he/she must make prior arrangements with the instructor.
- 5.) Weekly online participation in the course is required.

Participation Requirements:

Students are expected to follow the week-to-week benchmarks to assist you in this class. If a student is having difficulty completing the week-to-week steps inform the instructor and discuss your situation.

Examination Information: there are no examinations given in this course.

Methods of Evaluating Student Performance:

The student will be completing ten areas over twelve weeks which will assess student performance. These areas are listed within the Instructor’s Grading Scale.

Instructor’s Grading Scale:

Submission of Research Topic	Week One	5 points
Development of Research Tools	Week Four	13 points
Analysis of Collected Data	Week Eight	13 points
Submission of Final Research Project	Week Twelve	25 points
Research Project Presentation	Week Twelve	20 points
Documentation of Time	Weekly	12 point
Student Attendance	Weekly	12 point

Barbara Fields Memorial Library

Contact Information:

Librarian: Jane Bradbury

Location: Room 403

Phone: (309) 692-4092 ext. 4030

Fax: (309) 692-3893
Email: library@midstate.edu

Library Hours:

Monday – Thursday 8:00 a.m. – 9:00 p.m.

Friday 8:00 a.m. – 4:30 p.m.

Saturday 9:00 a.m. – 12:00 p.m.

The Barbara Fields Memorial Library, located in Room 403 of the R. Dale Bunch Student Center, contains books, periodicals, and other materials to support the educational and cultural needs of students, faculty, and staff. Computers are available for student use during library hours.

The library also subscribes to several online research resources that give immediate access to digitized versions of professionally-published content such as books, journal articles, popular magazines and the like.

Research Guides

Library guides are organized by subject that will give you access to all of the library resources like books, ebooks, reference materials, articles from subscription databases, business news and articles, company research, industry and economic data, tools for business & writing and citation help. **Plus** you'll find links to websites, videos, tutorials, and more!

Access the Business Research Guides at this location: <http://midstate.libguides.com/business> or, follow the steps below:

1. Visit www.midstate.edu
2. Click on Library Resources at bottom of page
3. Click on “Click the Cloud!” (in light blue color in middle of page)

Week-by-Week

Week One: August 24th

Topic: Research topic

Learning Objectives: Upon completion of this week, the student will be able to:

1. Understand syllabus and course expectations
2. Select and submit research topic
3. Accurately document time spent on research project

Assignments: Read Chapters 1 and 2
Submit research topic.
Submit documentation of time.
Complete Weekly Summary & Discussion

Week Two: August 31st

Topic: Research

Learning Objectives: Upon completion of this week, the student will be able to:

1. Provide research information on selected topic
2. Accurately document time spent on research project

Assignments: Read Chapter 3
Start and/or continue research
Submit documentation of time.
Complete Weekly Summary & Discussion

Week Three: September 7th

Topic: Research

Learning Objectives: Upon completion of this week, the student will be able to:

1. Provide research information on selected topic
2. Accurately document time spent on research project

Assignments:

Read Chapter 4

Continue research on selected topic

Begin to consider your research tool

Submit documentation of time

Complete Weekly Summary & Discussion

Week Four: September 14th

Topic: Development and submission of research tools

Learning Objectives: Upon completion of this week, the student will be able to:

1. Develop the tools to conduct effective research. A student can use a survey, interview process or other data collection techniques. For example, “I will conduct 10 face-to-face interviews with Human Resource Managers” or “I will conduct a telephone survey of 20 randomly selected people living in East Peoria”. If using a survey, a student will need a minimum of 20 participants and a minimum of 20 questions. The questions should be a combination of qualitative, quantitative and demographic. If interview is selected, a student will need a minimum of 10 participants and have at least 20 questions. Interviews must last at least 30 minutes. If other data collection is selected, state what type of data collection will be done and how you plan on applying the data.

Assignments: Chapter 5
Submit research tool information.
Submit documentation of time
Complete Weekly Summary & Discussion

Week Five: September 21st

Topic: Data collection process using research tool

Learning Objectives: Upon completion of this week, the student will be able to:

1. Begin using the research tool to help analyze and solve the research topic
2. Accurately document time spent on research project

Assignments: Read Chapters 6 and 7
Provide information on the data collection research tool(s)
Submit documentation of time
Complete Weekly Summary & Discussion

Week Six: September 28th

Topic: Continue progress

Learning Objective: Upon completion of this week, the student will be able to:

1. Accurately document time spent on research project

Assignments: Chapters 8 and 9
Provide final results from the data collection process

Submit documentation of time
Complete Weekly Summary & Discussion

Week Seven: October 5th

Topic: Finishing research

Learning Objectives: Upon completion of this week, the student will be able to:

1. Finish conducting the research
2. Accurately document time spent on research project

Assignments: Chapter 10
Submit documentation of time
Complete Weekly Summary & Discussion

Week Eight: October 12th

Topic: Analysis of collected data

Learning Objectives: Upon completion of this week, the student will be able to:

1. Appraise data for effectiveness. Such as: number of final participants, average age of participant, relevant demographic data, and other pertinent statistical analysis.
2. Accurately document time spent on research project

Assignments: Chapter 11
Submit collected data
Submit documentation of time
Complete Weekly Summary & Discussion

Week Nine: October 19th

Topic: Final research project

Learning Objectives: Upon completion of this week, the student will be able to:

1. Begin formalizing the research project
2. Create effective means of communicating research findings
3. Accurately document time spent on research project

Assignments: Chapters 12 and 13
Submit documentation of time
Complete Weekly Summary & Discussion

Week Ten: October 26th

Topic: Continue progress

Learning Objectives: Upon completion of this week, the student will be able to:

The final research project would have the following sections included:

- a. Title Page
- b. Table of Contents
- c. Mission Statement
- d. Vision Statement
- e. Executive Summary
- f. Business Plan Goals
- g. Competitive Analysis (SWOT)
- h. Survey questions and/or Interview Questions

- i. Survey or Interview Data Results
- j. Pro Forma Financial Statements
- k. Power Point Slide Copies
- l. Personal Observations Regarding Project
- m. Citation of Sources (APA or MLA)

Assignments: Chapters 14 and 15
Accurately document time spent on research project.
Submit documentation of time
Complete Weekly Summary & Discussion

Week Eleven: November 2nd

Topic: Submit final research project

Learning Objectives: Upon completion of this week, the student will be able to.

1. Submit your final research project
2. Accurately document time spent on research project

Assignments: Chapter 16
Submit final research project.
Submit documentation of time
Complete Weekly Summary & Discussion

Week Twelve: November 9th - PRESENTATION DAY

Topic: Research project presentation
(Please submit completed project 48 hours prior to presentation)

Learning Objectives: Upon completion of this week, the student will be able to:

1. Present and justify the research findings using oral and written communications.
2. Finalize documentation of time spent on research project

Assignments:

Submit final research project and schedule presentation.
Submit final accumulated total of hours spent on research project. (Minimum of 160 hours)

Complete Weekly Summary & Discussion