MRKT 396: FUNDAMENTALS OF MARKETING RESEARCH (online)
Oregon State University
College of Business

Instructors: Nicole Brown, M.A. & Dr. Colleen Bee
Office Hours: By appointment
Phone: (541) 713-8041
Email: nicole.brown@bus.oregonstate.edu (Please include “MRKT 396 Online” in the subject line of all email correspondence)

For all communications regarding this class, please contact the course instructor, Nikki Brown, at nicole.brown@bus.oregonstate.edu


Note to prospective students: Please check with the OSU Bookstore for up-to-date information for the term you enroll (http://osubeaverstore.com/ or 800-595-0357). Be aware, that this course uses a textbook that was custom made for this course. If you purchase course materials from other sources, you may not have all of the reading materials that are required.

Students can also click the OSU Beaver Store link associated with the MRKT 396 course information in the Ecampus schedule of classes for course textbook information and ordering.

Prerequisites: BA 275 or BA 276 or ST 202 and BA 390 or BA 390H and a minimum grade of C- or better.

Credits: This course combines approximately 120 hours of instruction, online activities, and assignments for 4 credits.

Blackboard
This course will be delivered via Blackboard where you will interact with your classmates and with your instructor. Within the course Blackboard site you will access the learning materials, such as the syllabus, class discussions, assignments, projects, and quizzes. To preview how an online course works, visit the Ecampus Course Demo. For technical assistance, please visit Ecampus Technical Help.

Course Objectives:
This class is an introduction to the fundamentals of marketing research and provides a basic understanding of marketing research and relevant decisions in the research process. The class focuses on the planning and knowledge required to do marketing research well, with extra attention on
secondary data. Students are not expected to be “Market Researchers” when they complete the course, but rather to have sufficient knowledge to be able to understand and critique a research project. To continue into the Marketing Research Practicum (BA 496) a “C” or better is required.

Learning Objectives and Outcomes

Upon completion of the course students will be expected to:

1) Recognize and apply the language of marketing research.
2) Describe research designs and determine the appropriate design to address specific marketing questions.
3) Identify secondary data sources and typical challenges to the quality of the secondary data.
4) Infer the potential value of secondary data based on the source and details of the methodology.
5) Combine knowledge about the target audience, consumer behavior, attitude measurement, questionnaire design, and scales of measurement (nominal, ordinal, interval, and ratio) to design questions for a survey.

COURSE EVALUATION

Assignments and Grades

Your grade will be based upon your performance and completion of the following assignments and exams. The grading policy is intended to be as objective as possible. Do not ask me to supplement your grade. Given the fixed grading policy, I will not insert personal discretion into your grade for any reason, out of fairness to your peers. The grade you receive is earned by you and not given by me.

<table>
<thead>
<tr>
<th>Points</th>
<th>% of Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exam 1</td>
<td>200</td>
</tr>
<tr>
<td>Exam 2</td>
<td>200</td>
</tr>
<tr>
<td>Final Exam (cumulative)</td>
<td>200</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Points</th>
<th>% of Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assignment 1: Problem Definition and Objectives</td>
<td>50</td>
</tr>
<tr>
<td>Assignment 2: Secondary Market Research</td>
<td>100</td>
</tr>
<tr>
<td>Assignment 3: Census Data and Simply Map</td>
<td>50</td>
</tr>
<tr>
<td>Assignment 4: Survey Design &amp; Qualtrics</td>
<td>50</td>
</tr>
<tr>
<td>Assignment 5: Research Design</td>
<td>100</td>
</tr>
<tr>
<td>Discussion Board Participation</td>
<td>50</td>
</tr>
</tbody>
</table>

Total Course Evaluation: 1,000 points 100%

GRADING: Please note that I do not grade on a "curve."

A =93%  B=86.99-83%  C=76.99-73%  D=66.99-63%
A=90-92.99%  B=82.99-80%  C=72.99-70%  D=62.99-60%
B+=89.9-87%  C+=79.99-77%  D+=69.99-67%  F=59.99 or below

Arrange a Proctor
One of your first tasks for the term will be to arrange a proctor for your exams. All exams for this course must be proctored. You are responsible for scheduling your exam times and coordinating a proctor (although please note, Ecampus must approve your proctor). Your options for proctored tests are:

1. The Corvallis Campus Proctoring Service
2. An Oregon Testing Center
3. Find your own proctor
4. ProctorU (an online proctoring service available for a fee)

Whichever option you choose, you must fill out the Exams and Proctoring Form found on the Ecampus website. http://ecampus.oregonstate.edu/services/proctoring/ All proctors must be approved by Ecampus. Once you have arranged a proctor, submit your proctor’s name and contact information through Blackboard.

Again, all proctors must first be approved by Ecampus. You are asked to submit your proctor’s information to the course instructor as a courtesy, but this is not a substitute for obtaining Ecampus approval.

Note: The Corvallis Campus Proctoring Service does not typically post their exam schedule until week 3 of the term which means you may not be able to schedule an exam time until week 3. Please check the Ecampus website directly to learn when you can schedule your exam. If you are scheduling a proctor off-campus, you may schedule your proctor any time before the first exam (preferably sooner than later).

If you have questions about setting up a proctor, please direct them to Ecampus:
Email: EcampusTesting@oregonstate.edu
Phone: 800-667-1465 or 541-737-9281
Website: http://ecampus.oregonstate.edu/services/proctoring/

Exams
There will be 3 exams, (2 midterm exams and 1 cumulative final exam). Exams will occur during the 5th, 8th, and 11th weeks of the course. The exam questions may be multiple-choice or true/false in format and representative of the material covered in the weekly lecture notes, reading assignments, and video segments.

The exams will be closed notes, closed book and require a proctor. Exams 1 and 2 will be open for one week (Monday through Sunday). The Final Exam will be open Monday-Friday of finals week. You will have 90 minutes to complete each midterm exam and two hours to complete the final. Makeup or late exams will not be given, so please plan ahead. I suggest that you avoid scheduling exam times over the weekend as it can be difficult to obtain assistance on the weekends if something goes wrong.

SafeAssign Plagiarism Prevention
Your instructor may ask you to submit one or more of your writings to Blackboard’s SafeAssign plagiarism prevention service. Your assignment will be checked for potential plagiarism against Internet sources, academic journal articles, and the papers of other OSU students. SafeAssign generates a report that highlights any potentially unoriginal text in your paper. Papers you submit through SafeAssign for this or any class will be added to the OSU SafeAssign database and may be checked against other OSU paper submissions. You will retain all rights to your written work. For further information, visit Academic Integrity for Students: SafeAssign – What is it?

Assignments #1-#5
For this series of assignments, you will be asked to take on the role of a marketing researcher and you will apply the concepts from the course to a real marketing research problem. You will select one research topic that all of these assignments will be based upon. Late assignments will not be accepted.

Discussion Board Assignments (5 required assignments each worth 10 points)
Students will participate in five online discussions based upon questions drawn from the course material. Discussion board grades will be based upon how actively students participate and contribute. You will be required to post a reaction to an assigned question by Wednesday AND submit at least one response to another student's post for each assignment by Sunday in the weeks Discussion Board assignments are due. This task must be completed as indicated on the assignment schedule. LATE CONTRIBUTIONS FOR ONLINE DISCUSSIONS WILL RECEIVE NO CREDIT!

Guidelines For Online Participation
- The discussion board is your space to interact with your peers and respond to their statements. It is expected that each student will participate in a mature and respectful fashion.
- Participate actively in the discussions, having completed the readings and thought about the issues.
- Pay close attention to what your classmates write in their online comments. Ask clarifying questions, when appropriate. These questions are meant to probe and shed new light, not to minimize or devalue comments.
- Think through and reread your comments before you post them.
- Assume the best of others in the class and expect the best from them.
- Value the diversity of the class. Recognize and value the experiences, abilities, and knowledge each person brings to class.
- Disagree with ideas, but do not make personal attacks. Do not demean or embarrass others.
COURSE POLICIES

Course Policy on Academic Conduct: As members of the College of Business community, students are expected to adhere to the COB Code of Conduct [http://business.oregonstate.edu/about/academic-policies-standards](http://business.oregonstate.edu/about/academic-policies-standards). In addition, students enrolled in courses at Oregon State University are expected to adhere to the highest standards of academic conduct. Any case of academic dishonesty will result in a grade of F for the course. This action is allowed by Academic Regulations and Procedures as described in the Schedule of Classes. Any kind of inappropriate academic conduct in this course will be addressed in accordance with the university's stated policies and procedures on academic dishonesty. Please consult the following website for additional information regarding academic dishonesty [http://oregonstate.edu/admin/stucon/achon.htm](http://oregonstate.edu/admin/stucon/achon.htm).

Statement Regarding Students with Disabilities: Accommodations are collaborative efforts between students, faculty and Services for Students with Disabilities (SSD). Students with accommodations approved through SSD are responsible for contacting the faculty member in charge of the course prior to or during the first week of the term to discuss accommodations. Students who believe they are eligible for accommodations but who have not yet obtained approval through SSD should contact SSD immediately at 737-4098.

Student Evaluation of Teaching
We encourage you to engage in the course evaluation process each term – online, of course. The evaluation form will be available toward the end of each term, and you will be sent instructions through ONID. You will login to “Student Online Services” to respond to the online questionnaire. The results on the form are anonymous and are not tabulated until after grades are posted.

Student Assistance:
- **Contacting the Instructor** — For all communications relating to this class, please contact the course instructor, Nikki Brown via email: nicole.brown@bus.oregonstate.edu

- **Technical Assistance** — If you experience computer difficulties, need help downloading a browser or plug-in, assistance logging into the course, or if you experience any errors or problems while in your online course, contact the OSU Help Desk for assistance. You can call (541) 737-3474, email osuhelpdesk@oregonstate.edu or visit the [OSU Computer Helpdesk](http://ecampus.oregonstate.edu/services/proctoring/) online.

- **Proctor Assistance** — For questions regarding the use of proctors and scheduling exams, please contact Ecampus.
  - Email: EcampusTesting@oregonstate.edu
  - Phone: 800-667-1465 or 541-737-9281
  - Website: [http://ecampus.oregonstate.edu/services/proctoring/](http://ecampus.oregonstate.edu/services/proctoring/)
## COURSE SCHEDULE

<table>
<thead>
<tr>
<th>Week</th>
<th>Readings**</th>
<th>PPT</th>
<th>Assignment</th>
<th>Assignment Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1:</td>
<td>Chapter 1 (pg. 1-32)</td>
<td>Chapter 1</td>
<td>Introduce yourself (on Blackboard)</td>
<td>By 11:59pm on Sunday</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Explore your exam proctoring options</td>
<td></td>
</tr>
<tr>
<td>Week 2:</td>
<td>Chapter 2 (pg. 33-66)</td>
<td>Chapter 2</td>
<td>Discussion Board 1 Due (original post due Wednesday; peer response due Sunday)</td>
<td>By 11:59pm on Sunday</td>
</tr>
<tr>
<td>Week 3:</td>
<td>Chapter 3 (pg. 67-98)</td>
<td>Chapter 3</td>
<td>Proctor Assignment Due</td>
<td>By 11:59 on Sunday</td>
</tr>
<tr>
<td></td>
<td>Chapter 4 (pg. 99-138)</td>
<td>Chapter 4</td>
<td>Assignment #1 Due: Problem Definition</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Discussion Board 2 Due (original post due Wednesday; peer response due Sunday)</td>
<td></td>
</tr>
<tr>
<td>Week 4:</td>
<td>Chapter 5 (pg. 139-158)</td>
<td>Chapters 5,6,7</td>
<td>Assignment 2 Due: Secondary Market Research</td>
<td>By 11:59pm on Sunday</td>
</tr>
<tr>
<td></td>
<td>Chapter 6 (pg. 159-175)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Chapter 7 (pg. 229-252)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 5:</td>
<td>Chapter 8 (pg. 287-328)</td>
<td>Chapter 8</td>
<td>Exam 1: Covers chapters 1-7 and PPTs 1-5 (including all, PowerPoints, webinars, videos and other materials).</td>
<td>By 11:59pm on Sunday</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Discussion Board 3 Due (original post due Wednesday; peer response due Sunday)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Simply Maps – Library Webinar</td>
<td></td>
</tr>
</tbody>
</table>

MRKT 396 - Fundamentals of Marketing Research  
This course is offered through Oregon State University Extended Campus. For more information, contact:  
Web: ecampus.oregonstate.edu  
Email: ecampus@oregonstate.edu  
Tel: 800-667-1465
| Week 6: | Chapter 9 (pg. 329-370)  
Chapter 10 (pg 371-404) | Chapter 9  
Chapter 10 | Assignment 3 Due: Census Data and Simply Map | By 11:59pm on Sunday |
| --- | --- | --- | --- | --- |
| Week 7: | Chapter 11 (pg. 405-430)  
Chapter 12 (pg. 431-460)  
Chapter 13 (pg. 461-498) | Chapters 11  
12  
13 | Assignment 4 Due: Survey Design and Qualtrics | By 11:59 on Sunday |
| Week 8: |  |  | Exam 2: Covers chapters 8-13 and PPTs 8-13 (including all, PowerPoints, webinars, videos and other materials).  
Discussion Board 4 Due (peer response due Sunday) | By 11:59 on Sunday |
| Week 9: | Chapter 14 (pg. 499-534) | Chapter 14 | Thanksgiving Break  
Discussion Board 5 Due (original post due Wednesday; peer response due Sunday) | By 11:59 on Sunday |
| Week 10: | Chapters 16 (pg. 561-592) | Chapter 16 | Assignment 5 Due: Research Design | By 11:59 on Sunday |
| Finals Week: |  | Finals Week | Final Exam: Comprehensive! Covers chapters 1-16 (does not cover chapter 15); all Lectures, PowerPoints, videos and webinars | By 11:59 on Friday |