INSTRUCTOR:

Dr. Kent Byus
Office: OCNR 388
Office Hours: Monday thru Friday: 8:30 to 9:30 and 12:30 to 1:30 PM

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COURSE TITLE AND NUMBER: MKTG 4320.001 – Marketing Research
CLASS DAYS & TIME: MWF 10:00 – 11:00 AM

PREREQUISITES:
ORSMS 3310, MKTG 3310, 6 hours of advanced marketing and Junior standing or above

CATALOG DESCRIPTION OF COURSE: The study of research in marketing with emphasis on the collection and interpretation of data, and its application to the solution of marketing problems.

COURSE PURPOSE: The objectives of this course are to provide the student with a broad introduction to marketing research concepts, the role of marketing research within society, the firm, and the various factors that influence marketing research outcomes on decision-making and analysis. Such understanding will be considered within a framework of technical competence and ethical adherence for the purposes of solving marketing problems and enhancing the exchange relationship.

EXPECTED COURSE OUTCOMES:

1. Learn the language and ethical practice of marketing research (that is, terms, concepts, and ethical frameworks) used by successful practicing marketing managers and executives.

2. To have a solid understanding of the major areas of marketing research to include management responsibility, basic interrelationship of decision criteria, and an appreciation of how to apply key data collection and analysis tools for analyzing consumers, customers, competition, and organizational marketing strengths and weaknesses.

3. Help the student develop insight about the analytical collection and interpretation of decision sensitive data related to product, price, promotion, and place to meet the needs of a target market.

4. Students are expected to read the assigned material from the text prior to class session.

5. To assist students in their preparation for the Major Field Test.

INSTRUCTIONAL MATERIALS: (Required Textbook)

Brown and Suter, MR What’s Inside, First Edition, South-Western Cengage Learning, Mason OH
INSTRUCTIONAL PROCEDURES:

The course material will be presented using a set of interrelated activities:
* Independent reading and preparation for class and tests.
* Homework Assignments, Lectures and class discussions.

STUDENT PERFORMANCE ACTIVITIES: (Attendance/Punctuality)

Students will be expected to attend class and be on time. Students are expected to read, analyze, and study all assigned cases. An excused absence is defined as any absence that receives approval (at least 48 hours in advance) from the professor. All university-sponsored events are scheduled well enough in advance to enable the student to professionally and timely notify Dr. Byus prior to such absence.

All written assignments should be written in the following format: Type/word process using either Courier, Roman, Arial or Helvetica type face (font) no smaller than 10 point; preference is for 12 point. Standard business style and grammar should be used. All spelling should be checked before submission. **NO HAND WRITTEN ASSIGNMENTS WILL BE ACCEPTED.** Assignments submitted without the student’s name being typed/word processed will NOT be accepted for grading. Accordingly, they will be considered as missing and will receive a zero (0).

Cellular telephones and electronic communication/computing devices **MUST** be turned-off during the class session, unless specifically instructed otherwise. In order to adhere to copyright laws and intellectual property protection, NO tape recording or electronic note taking is permitted without the explicit written permission of the instructor.

Students are expected to actively participate in class and be prepared to respond to inquiry.

ASSIGNMENT DUE DATES:

Assignments are due at the **BEGINNING** of the class period on the date the assignment is due (indicated on the class schedule). **NO LATE ASSIGNMENTS WILL BE ACCEPTED. QUIZZES OR EXAMINATIONS WHICH ARE MISSED OR NOT TAKEN CANNOT BE MADE-UP WITHOUT SPECIFIC ARRANGEMENTS BEING MADE WITH THE PROFESSOR AT LEAST 48 HOURS IN ADVANCE OF THE SCHEDULED QUIZ ADMINISTRATION DATE.** The student is responsible for all material assigned even if not discussed in class. Quizzes over assignments may be given without prior announcement.

MAJOR FIELD TESTS

The Major Field Test (MFT) is required for all students pursuing the Bachelor of Business Administration degree and will be administered in the final semester prior to graduation. To prepare for this test, business majors are advised to retain their class notes, textbooks and other relevant materials from this class and the other business core courses and to fine-tune their readiness for the MFT by completing the online MFT review available through the COB website at [www.cob.tamucc.edu](http://www.cob.tamucc.edu)

STUDENT EVALUATION:

Grades will be based upon regularly scheduled in-class exams, homework assignments, a comprehensive final exam, attendance and meaningful class discussion/participation. The cumulative semester grade will be adjusted as necessary according to the attendance policy stated herein.

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
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<tbody>
<tr>
<td>In-class exams (4 exams @100 points each)</td>
<td>400</td>
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<tr>
<td>Homework Assignments (10 assignments @ 10 points each)</td>
<td>100</td>
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<tr>
<td>Comprehensive Research Project Analysis</td>
<td>200</td>
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<tr>
<td>Attendance (5 points per class session)</td>
<td>150</td>
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<tr>
<td>Total Points Available</td>
<td>850</td>
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The grading criteria is

- 775 to 850 points = A
- 675 to 774.9 points = B
- 575 to 674.9 points = C
- 475 to 574.9 points = D
- Below 475 points = Failure

The final examination will be administered in accordance with the published University Final Exam schedule. The University may adjust this schedule as administratively required.

Students are advised that the last date during the semester when they may drop a course with an automatic "W" will be Friday, March 30, 2012. If you decide to drop after this date, you will receive the grade you have earned up to the drop date minus any grade components not administered.

Any students wishing to visit with the professor about their standing in the class may visit during office hours.

**ADA COMPLIANCE:**

If any member of the class feels that he/she has a disability and needs special accommodations of any nature whatsoever, the instructor will work with you and the University’s Office of Student Affairs to provide reasonable accommodations to ensure that you have a fair opportunity to perform in this class. Please advise the instructor of such disability and the desired accommodations at the first class attended.

**ACADEMIC INTEGRITY:**

Students are expected to conduct themselves in accordance with the highest standards of academic honesty. Ethical breach and more specifically academic misconduct for which a student is subject to penalty includes all forms of cheating, such as illicit possession of examinations or examination materials, forgery, or plagiarism. (Plagiarism is the presentation of the work of another as one’s own work.)