

BUSML4202

Marketing Research

Tuesday, 9:35AM to 10:55AM
Schoenbaum 209
Tuesday 11:10AM to 12:30PM,
Schoenbaum 300
Tuesday 2:20PM to 3:40PM, Virtual

Instructor: Shi (Sherry) Wang
E-Mail: wang.13362@osu.edu
Office: 556 Fisher Hall
Office Hours: by appointment on
Carmen

COURSE DESCRIPTION:

Course examines the role of marketing research in the formulation and solution of marketing problems. Emphasis is placed on problem formulation, research design, data collection methods and analysis techniques.

COURSE LEARNING OUTCOMES: By the end of the course, students should be able to:

- Come up with decision problem and research questions;
- Design and conduct appropriate research methods: interview, focus group, etc;
- Collect data: survey design with Qualtrics;
- Data analysis with SPSS: statistics-heavy, computer software-heavy;
- Results report and presentation.

PRE-REQ: 3250 (650), and AcctMIS 2200 (211), 2300 (212), and BusMGT 2320 (330), 2321 (331); and BusMHR 2291 or 2292 (BusADM 499.01). Not open to students with credit for 758.

REQUIRED COURSE MATERIALS:

1. Title: *Basic Marketing Research: Customer Insights and Managerial Action*; ISBN #978-1-3371-0029-8; Author: **Brown, Suter and Churchill**; Edition: 9th; Publisher: **Cengage Learning (Available on Carmen)**
2. **SPSS:** Both PC and OSX versions are available for free through the OCIO. Please follow the steps in the OCIO self-service (<https://osuitsm.service-now.com/selfservice/>) to obtain a license and download link.
3. **Carmen; Proctorio; TopHat**

EVALUATION CRITERIA:

Graded Components	% of Total	Type
Class attendance & participation	10%	N ↑
Quizzes	10%	N ↑
Exams	40%	N ↑
Team research project	20%	C 🚫
SPSS assignments	20%	O 🗨️

Requirements for each form of graded component. Failing to follow these will represent academic misconduct. See below.

Independent Work [N ↑]: Strictly non-collaborative, original individual work. You may discuss this assignment with your instructor only. Discussions with other individuals, either in person or electronically, are strictly prohibited.

Collaboration Required [C 🚫]: An explicit expectation for collaboration among students either in class or outside of class (i.e. teamwork).

Collaboration Optional [O 🗨️]: Students are permitted, but not required, to discuss the assignment or ideas with each other. However, all submitted work must be one's original and individual creation.

(Refer to remaining pages for details/due dates)

ACADEMIC CONDUCT: If a student is suspected of, or reported to have committed, academic misconduct in this course, I am obligated by University Rules to report my suspicions to COAM. If you have questions about the above policy or what constitutes academic misconduct in this course, please contact me. See OSU Prohibited Conduct – [Section 3335-23-04\(A\)](#)

University Healthy and Safety Guidelines can be found at <https://safeandhealthy.osu.edu/>

**University Policies, Services
and Resources**
(go.osu.edu/UPolicies)



Fisher Undergraduate
Handbook and QuickLinks
(www.bsalinks.com)



Fisher Navigator
Resource Portal
(www.nav-1.com)



COURSE FORMAT: HYBRID (H), LECTURE + LAB

Mode of Delivery: This course is 50% online. There is a required in-person session each week on Tuesday. The rest of your work can be found on Carmen, and can be completed around your own schedule during the week. This class is designed with a mix of textbook readings, online videos, quizzes, lab assignments, and teamwork of a marketing research project and presentation. Students must watch online videos, take quizzes and do homework on Carmen outside of class for grade. It is strongly recommended that you schedule your time each week to log into Carmen and complete your assigned homework. Details about weekly readings, quizzes, and homework can be found on pages 6-7.

Use of Carmen: This course is divided into weekly modules that are available on Carmen. Students are expected to keep pace with weekly deadlines, including assigned readings, homework/quiz submissions, project work submissions, and discussion board participation. All of those will be specified on Carmen. Carmen will also be used for all announcements and messages to students.

Credit hours and work expectations: This is a 3-credit-hour course. According to Ohio State Policy, students should expect 3 hours per week spent on direct instruction (e.g., instructor content, Carmen activities, etc.), in addition to approximately six hours of work/preparation outside of class time to receive a grade of (C) average.

Required Sessions:

- All in-person sessions are required. For those days, participation in class discussion or project work at class time is expected.
- Participation in online activities on Carmen are required at least once per week. You are expected to log in to the course on Carmen every week. (During most weeks you will probably log in many times.) If you have a situation that might cause you to miss an entire week of class, discuss it with me as soon as possible.

Instructor responses:

- **Office hour:** Office hours can be either online through Zoom or in-person. It can be easily booked via Carmen (see Carmen for instructions), or email.
- **Response time:** If you have any question, please make an appointment of office hour on Carmen, or contact me through email. Email response can usually be expected within 48 hours. Emails sent on Fridays or weekends may be responded to on the following Monday. Remember that you can call 614-688-4357 any time if you have a technical problem.

Dis-enrolled: Any student who fails to attend a class or complete an online assignment for an online course, without giving prior notification to the instructor, will be dis-enrolled after the third instructional day of the term, the first Friday of the term, or the second class meeting of the course, whichever occurs first.

GRADING DETAILS:

- **Class attendance and participation:** Attendance will be taken using **TopHat**. Answering questions, asking valuable questions and providing additional insights will contribute to class.
 - **Punctuality** is expected. TopHat code can be displayed any time during class time. If you miss that (they may be at the beginning of the class), your attendance score for that class will be deducted.
- **Reflection quiz and discussion:** There is a short reflection quiz and a discussion question for each online video lecture posted on Carmen. The questions are based on online videos and slides, and are usually due on Mondays (two attempts can be made).
- **Exams:** The course has 2 exams. The exams will happen at **class time**. Make sure you are available at those exam dates during class time. The exams may include both multiple-choice questions and short questions. The exams are comprehensive in nature, and will cover materials discussed during class (including lectures, discussions, and project work).

- There are no make-ups for homework, quizzes, exams or performances (e.g., presentation). Missed exams or performances will be recorded as “0 “. Missed exams can only be made-up in extreme cases (e.g., death of family member, personal hospitalization, etc.) with proper documentation (e.g., a physician’s note, ER paperwork, obituary, etc.). Each decision of potentially allowing a make-up exam is made by the instructor on a case-by-case basis. Additionally, you MUST contact the instructor (wang.13362@osu.edu) as soon as you know of a potential problem or conflict with an exam date. Alternative methods (e.g., oral exam, essay) of testing may be used for make-up exams. If you are experiencing an extreme situation or emergency, please attempt to notify the instructor email ASAP.
- For fairness concern, I will not answer any questions during exams. If there is any common confusion, I will announce it to the whole class.
- **SPSS assignments:** There are four, in-class SPSS assignments, graded at equal weight. Late submissions will result in 40% deduction of full score per day.
 - For fairness concern, I will not check or grade your assignment before submission. The grading is a wholistic decision.
- **Team research project:** Each team conducts a marketing research project, which consists of the following steps: 1) form teams of 5-6; 2) determine research problems and conduct exploratory research (5%): use exploratory research methods to answer your research questions, and specify directions and questions for descriptive research; 3) descriptive research (5%): design a survey to answer your research questions; 4) final report (5%) and presentation (5%): prepare a final summary of your research questions and findings, and prepare a presentation.
 - **Team formation:** You will have an opportunity to form your own team of 5-6 students before Aug 30. Any student not in a team by that will be assigned a team by the instructor, based on the number of students in each of the teams. It is expected that students in a team have different class and work schedules. However, it is extremely crucial for each team to manage meeting times and effectively delegate work among team members to ensure smooth progress of team projects.
 - For team research project, everyone in the same team will receive the same grade. Everyone should invest appropriate time and effort. To encourage that, 1) attendance will be taken using TopHat on all project work days (dates of project work are specified on pages 6-7). **You are required to be present for all scheduled group work days, there is no make-up for that.** 2) Engagement in team works in class will be observed and considered contribution. 3) At the end of the semester, each member of the team will be asked to fill a peer evaluation form. Based on the peer evaluation, I may adapt the grades of individual students to fairly represent their input. Note that this could mean total points of project (20%) could be deducted and you will very likely fail the course.

OSU STANDARD GRADE SCHEME TO BE USED:

Letter	A	A-	B+	B	B-	C+	C	C-	D+	D	E
(Points)	(4.0)	(3.7)	(3.3)	(3.0)	(2.7)	(2.3)	(2.0)	(1.7)	(1.3)	(1.0)	(0.0)
Range	100% - 93%	93% - 90%	90% - 87%	87% - 83%	83% - 80%	80% - 77%	77% - 73%	73% - 70%	70% - 67%	67% - 60%	60% - 0%

Note: Above percentages are % of overall points earned

- The instructor DOES NOT change grades (except for clerical/math errors). Students may appeal, but their grade may go up or down based on a re-evaluation. Appeals must be made in writing via email within 7 days of students receiving the grade. Students must explain the appeal as best as possible. Appeals will not be considered if it is a verbal complaint. The instructor does not promise to change the grade but will consider the appeal carefully and fairly.
- Once the final course grading scale is set, it is set. Even if a student misses the next letter grade by one point, the grade stands.
- The BSBA program recommends a GPA of 2.9-3.3 in all business 4000-level classes. The actual grade assigned will be based on what students earn. All sections of Marketing Research with me as the instructor follow the same grading policy.

ADDITIONAL POLICIES

To maintain the highest professional standards expected in a marketing research course, the following attendance and policies have been designed for this course:

- **Testing and performance policy:** there are **no make-ups for homework, quizzes or performances (e.g., presentation)**. Missed quizzes or performances will be recorded as “0 “. Missed exams can only be made-up in extreme cases (e.g., death of family member, personal hospitalization, etc.) with proper documentation (e.g., a physician’s note, ER paperwork, obituary, etc.). Each decision of potentially allowing a make-up exam is made by the instructor on a case-by-case basis. Additionally, you **MUST** contact the instructor (wang.13362@osu.edu) as soon as you know of a potential problem or conflict with an exam date. Alternative methods (e.g., oral exam, essay) of testing may be used for make-up exams. If you are experiencing an extreme situation or emergency, please attempt to notify the instructor email ASAP.
- **Technology Policy:** For IT help contact the Ohio State IT Service Desk ocio.osu.edu/help [servicedesk@osu.edu](mailto: servicedesk@osu.edu)

1. Required Technology Skills

- [Navigating Carmen](#): for questions about specific functionality, see the [Carmen/Canvas Student Guide](#).
- [CarmenZoom virtual meetings](#)
- [Recording a slide presentation with audio narration](#)
- [Recording, editing, and uploading video](#)

2. Required Equipment

- Computer: current Mac (OS X) or PC (Windows 7+) with high-speed internet connection
- Webcam: built-in or external webcam, fully installed and tested
- Microphone: built-in laptop or tablet mic or external microphone
- Mobile device (smartphone or tablet) or landline to use for [BuckeyePass](#) multi-factor authentication. It is recommended that you [register multiple devices](#) in case something happens to your primary device.

3. Required Software

- [Microsoft Office 365](#): All Ohio State students are now eligible for free Microsoft Office 365 ProPlus through Microsoft’s Student Advantage program.
- SPSS: Both PC and OSX versions are available for free through the OCIO. Please follow the steps in the OCIO self-service (<https://osuitsm.service-now.com/selfservice/>) to obtain a license and download link.

If none of these options meet the needs of your situation, contact the IT Service Desk at 614-688-4357 (HELP) and IT support staff will work out a solution with you.

- **Textbook:** The textbook and/or courseware for this course is being provided via CarmenBooks. Through CarmenBooks, you obtain publisher materials electronically through CarmenCanvas, saving you up to 80% per title. The fee for this material is included as part of tuition and is listed as CarmenBooks fee on your Statement of Account. In addition to cost-savings, materials provided through CarmenBooks are available immediately on or before the first day of class. There is no need to wait for financial aid or scholarship money to purchase your textbook. Unless you choose to opt-out of the program, you do NOT need to purchase any materials for this course at the bookstore. For more information on the program or information on how to opt out, [please visit the CarmenBooks website](#). Access this eBook through the CarmenBooks link in the course navigation.
 - Information on provided materials: Title: Basic Marketing Research: Customer Insights and Managerial Action; ISBN #978-1-3371-0029-8; Author: Brown, Suter and Churchill; Edition: 9th; Publisher: Cengage Learning
- **Assignment submissions:** Any assignment submitted late will automatically receive a **point deduction of 40% per day** for late submission.
- **Attendance:** Individual class performance and attendance are critical to success in this class. In each class attendance will be taken by TopHat.

Please note: Class participation and attendance are combined to provide a single grade.

Unexcused absences **DO NOT** receive points for the class missed. Refer to definition for *excused* absence, listed below:

- An excused absence **does not** excuse assignments that are due.
 - For an absence to be considered “*EXCUSED*” it must meet the following criteria: Instructor must be notified **BEFORE** the start of class. The best method is via email because there is a time stamp to validate the time instructor was notified. Documentation must be provided by a doctor’s office stating that you are unable to attend class due to illness, or in the case of a job interview a travel itinerary must be produced, or other documentation from the interviewing company with time and date of the interview, or in the case of a family death, contact me immediately and we’ll work together on how to keep classwork current.
 - All other absences will be considered unexcused, refer to “Assignment Submissions” above for point deduction. If illness results in greater than two class absences it is the student’s responsibility to schedule an appointment with the instructor to arrange makeup assignments.
- **MANDATORY ATTENDANCE** is required for all team work dates.
- **Syllabus:** Note the attached schedule is subject to change. The most current syllabus is **always** available via Carmen. **ALL** reading assignments, homework, and team assignment due dates are listed in the syllabus and Carmen. **ALL** assignment due dates will be stated during class. Keep in mind that **it is each student’s responsibility to know and to understand the information in the syllabus and on Carmen.**
- **Safety and Health requirements:** All teaching staff and students are required to comply with and stay up to date on all [University safety and health guidance](#).
- **Accessibility:** The university strives to make all learning experiences as accessible as possible. In light of the current pandemic, students seeking to request COVID-related accommodations may do so through the university’s request process, managed by Student Life Disability Services. If you anticipate or experience academic barriers based on your disability (including mental health, chronic, or temporary medical conditions), please let me know immediately so that we can privately discuss options. To establish reasonable accommodations, I may request that you register with Student Life Disability Services. The registration should take place within the first three weeks of the semester. After registration, make arrangements with me as soon as possible to discuss your accommodations so that they may be implemented in a timely fashion. SLDS contact information: slds@osu.edu; 614-292-3307; slds.osu.edu; 098 Baker Hall, 113 W. 12th Avenue.

Course-specific Copyright Policy: Material provided by the instructor may not be re-posted anywhere without the explicit permission of instructor. See University Copyright Policy.

COURSE TIMELINE & ACTIVITIES

NOTES: 1. Dates in orange and underlined are project-work days that are mandatory.

2. **Dates highlighted in yellow** are exam days that are mandatory.

Week	In-Person Date	Topics	Textbook Readings & Homework
1	TU 8-23	Course Introduction: discussion of course objectives, syllabus, team project, and classroom etiquette.	<ol style="list-style-type: none"> 1. Read syllabus from Carmen 2. Read Chapter 1
1	Virtual	Marketing Research Process and Problem Definition Exploratory Research	<ol style="list-style-type: none"> 1. Read Chapter 2, 3 & 4 2. Watch online video & take quiz 3. Form groups of 5-6 for team projects
2	TU 8-30	Decision problem and research problem Focus group	Due: group formation for team projects
2	Virtual	Descriptive and Causal Research Guest Lecture: Marketing Research in Practice (Sep 2 nd)	<ol style="list-style-type: none"> 1. Read Chapter 8 & 9 2. Watch online video & take quiz
3	TU 9-6	<u>Project work: Research problems, research design, exploratory research preparation</u> Research topic announcement, exploratory research report demonstration, and submission requirements	<ol style="list-style-type: none"> 1. Read project guidelines from Carmen Due: research problems and research design
3	Virtual	Project work: focus group	<ol style="list-style-type: none"> 1. Conduct online / in-person exploratory research
4	TU 9-13	Research Problems Development <u>Project work: Adapt research questions and write report</u>	Due: exploratory research report
4	Virtual	Measurement and Scaling & Questionnaire design	<ol style="list-style-type: none"> 1. Read Chapter 12 & 13 2. Watch online video & take quiz
5	TU 9-20	Measurement and Scaling & Questionnaire design (continued)	
5	Virtual	Collecting data	<ol style="list-style-type: none"> 1. Read Chapter 14 & 15 2. Watch online video & take quiz
6	TU 9-27	Collecting data <u>Project work: Questionnaire design</u>	<ol style="list-style-type: none"> 1. Read project guidelines from Carmen 2. Read feedback about exploratory research from Carmen Due: questionnaire design
6	Virtual	Wrap up for exam	
7	TU 10-4	Exam 1	Coverage: content from 8/23 to 9/27

Week	In-Person Date	Topics	Textbook Readings & Homework
7	Virtual	Basic data analysis	<ol style="list-style-type: none"> 1. Read Chapter 16 & 17 (until p.262) 2. Watch online video & take quiz
8	TU 10-11	Basic data analysis Tutorial for SPSS 1: Basic data analysis	Due: SPSS assignment 1
Happy autumn break!			
9	TU 10-18	Hypothesis testing Project work: Qualtrics illustration, questionnaire revision and distribution	<ol style="list-style-type: none"> 1. Read feedback about survey design from Carmen Due: questionnaire link
9	Virtual	Hypothesis testing (continued)	<ol style="list-style-type: none"> 1. Read Chapter 17 (from p.262) & 18 (until p.277) 2. Watch online video & take quiz
10	TU 10-25	Tutorial for SPSS 2: Hypothesis testing	Due: SPSS assignment 2
10	Virtual	Regression	<ol style="list-style-type: none"> 1. Read Chapter 18 (from p.277) 2. Watch online video & take quiz
11	TU 11-1	Tutorial for SPSS 3: Regression	Due: SPSS assignment 3
11	Virtual	Advanced topics in regression	<ol style="list-style-type: none"> 1. Watch online video & take quiz
12	TU 11-8	Tutorial for SPSS 4: Advanced topics in regression Project work: Data analysis	Due: SPSS assignment 4
12	Virtual	Wrap-up for exam	
13	TU 11-15	Exam 2	Coverage: content from after Exam 1
13	Virtual	Data analysis and Reporting research	<ol style="list-style-type: none"> 1. Read Chapter 19 & 20 2. Read project guidelines from Carmen
14	TU 11-22	Final report demonstration and submission requirements Project work: Reporting research	
Happy Thanksgiving!			
15	TU 11-29	Student presentations	Due: Presentation for teams 1-4
15	Virtual	Project work: Reporting research	
16	TU 12-6	Student presentations	Due: Presentation for teams 5-9 Due: Final project report for all teams

SYLLABUS NOTE: *Syllabus may be revised to accommodate changes in class enrollment or school schedules. Most current syllabus is always posted on Carmen.*