

TuTh, 9:35AM to 10:55AM  
TuTh, 11:10AM to 12:30PM  
TuTh, 12:45PM to 2:05PM  
Schoenbaum 209

Instructor: Shi (Sherry) Wang  
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Office: 556 Fisher Hall  
Office Hours: Mon 3-4 pm or by appointment on Carmen / Email

# BUSML4202

## Marketing Research

### 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: 9<sup>th</sup>; 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; Lockdown Browser**

### EVALUATION CRITERIA:

Graded Components	% of Total	Type
Class attendance & participation	10%	N ↑
Exams	50%	N ↑
Team assignments	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\(A\)](#)

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

**University Policies, Services  
and Resources**  
([go.osu.edu/UPolicies](https://go.osu.edu/UPolicies))



Fisher Undergraduate  
Handbook and QuickLinks  
([www.bsalinks.com](http://www.bsalinks.com))



Fisher Navigator  
Resource Portal  
([www.nav-1.com](http://www.nav-1.com))



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## COURSE FORMAT: LECTURE + LAB

**Mode of Delivery:** This is an in-person class. This class is designed with a mix of textbook readings, lab assignments, and teamwork of a marketing research project and presentation. Students must 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 and assignments can be found on pages 7-8.

**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. Participation in class discussion or project work at class time is expected.
- 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 after 5 pm may be responded the next day. 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. Answering questions, asking valuable questions and providing additional insights will contribute to class.
  - **Punctuality** is expected. If you miss the beginning of the class, your attendance score for that class may be deducted.
- **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, assignments 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](mailto: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. 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 assignments:** Students form teams of 5-6 to complete the following assignments throughout the course: 1) decision and research problems development based on case (4%); 2) design a survey to answer research questions in a case (8%); 3) research presentation (8%): summarize and present your research report.
  - **Team formation:** You will have an opportunity to form your own team of 5-6 students before Aug 27. 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 assignments, 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 on all teamwork days (dates of teamwork are specified on pages 7-8). **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 or round up (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 policies have been designed for this course:

- **Technology Policy:** For IT help contact the Ohio State IT Service Desk [ocio.osu.edu/help](https://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.

*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](mailto:slds@osu.edu); 614-292-3307; [slds.osu.edu](http://slds.osu.edu); 098 Baker Hall, 113 W. 12th Avenue.

- **Your Mental Health:** As a student you may experience a range of issues that can cause barriers to learning, such as strained relationships, increased anxiety, alcohol/drug problems, feeling down, difficulty concentrating and/or lack of motivation. These mental health concerns or stressful events may lead to diminished academic performance or reduce a student's ability to participate in daily activities. The Ohio State University's Student Life Counseling and Consultation Service (CCS) is here to support you. If you find yourself feeling isolated, anxious or overwhelmed, on-demand mental health resources ([go.osu.edu/ccsondemand](http://go.osu.edu/ccsondemand)) are available. You can reach an on-call counselor when CCS is closed at 614- 292-5766. 24-hour emergency help is available through the National Suicide Prevention Lifeline website ([suicidepreventionlifeline.org](http://suicidepreventionlifeline.org)) or by calling 1-800-273-8255(TALK). The Ohio State Wellness app ([go.osu.edu/wellnessapp](http://go.osu.edu/wellnessapp)) is also a great resource.
- **Severe weather:** Should in-person classes be canceled due to severe weather or other reasons, I will notify you as to which alternative methods of teaching will be offered to ensure continuity of instruction for this class. Communication will be via Carmen or email.
- **Use of Generative AI:** Unless I specifically mention otherwise (and in writing), the use of any AI-generated content in any deliverables in this course will be considered academic misconduct and will be acted on as such. Writing assignments will be turned in online and I will be using Turnitin and other applications that have AI detection algorithms. You need to complete the assignments using your own brain and your own thinking...which will lead to more of your own learning!
- **Religious accommodations:** Ohio State has had a longstanding practice of making reasonable academic accommodations for students' religious beliefs and practices in accordance with applicable law. In 2023, Ohio State updated its practice to align with new state legislation. Under this new provision, students must be in early communication with their instructors regarding any known accommodation requests for religious beliefs and practices, providing notice of specific dates for which they request alternative accommodations within 14 days after the first instructional day of the course. Instructors in turn shall not question the sincerity of a student's religious or spiritual belief system in reviewing such requests and shall keep requests for accommodations confidential. With sufficient notice, instructors will provide students with reasonable alternative accommodations with regard to examinations and other academic requirements with respect to students' sincerely held religious beliefs and practices by allowing up to three absences each semester for the student to attend or participate in religious activities. Examples of religious accommodations can include, but are not limited to, rescheduling an exam, altering the time of a student's presentation, allowing make-up assignments to substitute for missed class work, or flexibility in due dates or research responsibilities. If concerns arise about a requested accommodation, instructors are to consult their tenure initiating unit head for assistance.  
A student's request for time off shall be provided if the student's sincerely held religious belief or practice severely affects the student's ability to take an exam or meet an academic requirement and the student has notified their instructor, in writing during the first 14 days after the course begins, of the date of each absence. Although students are required to provide notice within the first 14 days after a course begins, instructors are strongly encouraged to work with the student to provide a reasonable accommodation if a request is made outside the notice period. A student may not be penalized for an absence approved under this policy.  
If students have questions or disputes related to academic accommodations, they should contact their course instructor, and then their department or college office. For questions or to report discrimination or harassment based on religion, individuals should contact the Office of Institutional Equity.
- **Creating an Environment Free from Harassment, Discrimination, and Sexual Misconduct:** The Ohio State University is committed to building and maintaining a community to reflect diversity and to improve opportunities for all. All Buckeyes have the right to be free from harassment, discrimination, and sexual misconduct. Ohio State does not

discriminate on the basis of age, ancestry, color, disability, ethnicity, gender, gender identity or expression, genetic information, HIV/AIDS status, military status, national origin, pregnancy (childbirth, false pregnancy, termination of pregnancy, or recovery therefrom), race, religion, sex, sexual orientation, or protected veteran status, or any other bases under the law, in its activities, academic programs, admission, and employment. Members of the university community also have the right to be free from all forms of sexual misconduct: sexual harassment, sexual assault, relationship violence, stalking, and sexual exploitation.

To report harassment, discrimination, sexual misconduct, or retaliation and/or seek confidential and non-confidential resources and supportive measures, contact the Office of Institutional Equity:

- Online reporting form at [equity.osu.edu](http://equity.osu.edu),
- Call 614-247-5838 or TTY 614-688-8605,
- Or email [equity@osu.edu](mailto:equity@osu.edu)

The university is committed to stopping sexual misconduct, preventing its recurrence, eliminating any hostile environment, and remedying its discriminatory effects. All university employees have reporting responsibilities to the Office of Institutional Equity to ensure the university can take appropriate action:

All university employees, except those exempted by legal privilege of confidentiality or expressly identified as a confidential reporter, have an obligation to report incidents of sexual assault immediately.

The following employees have an obligation to report all other forms of sexual misconduct as soon as practicable but at most within five workdays of becoming aware of such information: 1. Any human resource professional (HRP); 2. Anyone who supervises faculty, staff, students, or volunteers; 3. Chair/director; and 4. Faculty member.

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**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.

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## 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.

Module	Date	Topics	Textbook Readings & Homework
1	TU 8-20	Course Introduction: discussion of course objectives, syllabus, team project, and classroom etiquette.	Read syllabus from Carmen Read Chapter 1
1	TH 8-22	Marketing Research Process and Problem Definition	Read Chapter 2, 3 Form groups of 5-6 for team projects
2	TU 8-27	Exploratory Research	Read Chapter 4 <b>Due: group formation for team project</b>
2	TH 8-29	Descriptive and Causal Research	Read Chapter 8 & 9
2	TU 9-3	Career Fair – No Lecture Group work: preliminary exploratory research	
2	TH 9-5	<u>Discussion and group work: focus group and research problems</u>	<b>Due: group assignment 1</b>
3	TU 9-10	Measurement and Scaling I	Read Chapter 12
3	TH 9-12	Measurement and Scaling II and Qualtrics	
3	TU 9-17	Questionnaire design	Read Chapter 13
3	TH 9-19	Qualtrics <u>Group work: questionnaire design</u>	
3	TU 9-24	Collecting data	Read Chapter 14 & 15 <b>Due: group assignment 2</b>
	TH 9-26	Prepare for exam 1	
<b>Exam</b>	<b>TU 10-1</b>	<b>Exam 1</b>	<b>Coverage: content from 8/20 to 9/24</b>
4	TH 10-3	Basic data analysis I	Read Chapter 16
4	TU 10-8	Basic data analysis II & Hypothesis testing I	Read Chapter 17 <b>Due: SPSS download</b>
4	TU 10-15	Tutorial for SPSS 1	<b>Due: SPSS assignment 1</b>
4	TH 10-17	Hypothesis testing II <u>Group work: survey distribution</u>	Read Chapter 18 (until p.277)
4	TU 10-22	Tutorial for SPSS 2	<b>Due: SPSS assignment 2</b>
5	TH 10-24	Regression	Read Chapter 18 (from p.277)
5	TU 10-29	Tutorial for SPSS 3	<b>Due: SPSS assignment 3</b> <b>Due: data collection for team project</b>
5	TH 10-31	Analyzing survey data <u>Group work: survey data analysis</u>	
5	TU 11-5	Election Day – No Lecture Survey data analysis	
5	TH 11-7	Advanced topics in regression	

Module	Date	Topics	Textbook Readings & Homework
5	TU 11-12	Tutorial for SPSS 4	<b>Due: SPSS assignment 4</b>
	TH 11-14	Wrap up and prepare for exam	
<b>Exam</b>	<b>TU 11-19</b>	<b>Exam 2</b>	<b>Coverage: content from 10/3 to 11/12</b>
6	TH 11-21	Results report and presentation <u>Group work: research presentation</u>	Read Chapter 19
6	TU 11-26	Prepare for presentation	
6	TU 12-3	<u>Research presentations</u>	<b>Due: Presentation</b>

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