



# KELLEY SCHOOL OF BUSINESS

## BUS-M303: Marketing Research

Spring 2023

**Professor** Dr. Erick M. Mas  
[emas@iu.edu](mailto:emas@iu.edu)  
Office: HH 2113  
Office Hours: By appointment (via Zoom)

**Class Times** Section 12057: MW 9:45am – 11:00am (HH 2047)  
Section 7515: MW 11:30am – 12:45pm (HH 2047)  
Section 13254: MW 1:15pm – 2:30pm (HH 2047)

### COURSE DESCRIPTION

This course is designed to introduce students to the role of marketing research in business decision-making. Students will learn skills for conducting marketing research projects, from identifying research questions, data collection and analysis, to drawing conclusions and making strategic recommendations based on data.



Learning objectives include designing a research project and the process of collecting and analyzing marketing data from primary and secondary sources, such as consumers or US Census data, to answer strategic business questions. Students will learn to make informed decisions related to the marketing mix (i.e., product, price, promotion, and place) that will arise in future careers as business managers in the field of marketing, such as marketing/brand managers, analysts, or consultants. Students will be exposed to a variety of marketing problems, research designs, data collection alternatives, and data analysis tools. Students will also be challenged to think critically about business problems, data, and practical solutions.

### TEACHING METHODOLOGY

Each in-person class will generally consist of an interactive discussion based on material covered in the reference textbook. After each class, a discussion question will be posted to Canvas to stimulate further discussion. This is a higher-level class. As such, your learning experience will be self-driven and requires a high level of motivation. Your success in this class will depend on your own effort.

The content of this syllabus is subject to change. In the event of any updates throughout the semester, students will be notified via email and an updated syllabus will be posted to Canvas.

## COURSE MATERIALS

**Textbook.** The following textbook is the guiding foundation for course content. I strongly recommend acquiring and reading it. Quizzes and exams are based on the 9th Edition of the U.S. version of the text. Reading the textbook will make these quizzes and exams significantly easier. If you choose to forego buying the book or buy another edition of the book, you are still responsible for any content assigned from this edition:

*Marketing Research, 9<sup>th</sup>*  
Edition  
Alvin C. Burns, and Ann Veeck  
Pearson  
ISBN: 978-0-13-489512-3



**Power Point.** Materials shared during class, such as Power Point presentations are the intellectual property of Pearson and subject to strict copywrite laws. Students must not share these materials.

Power Point presentations are designed to be a very basic guide for discussion, not a full class. Studying from these materials alone will not ensure a passing grade in the class. Those interested in more detail on this material are advised to purchase the textbook and attend class.

**Canvas.** There will also be extensive materials posted on [Canvas](#). Students are responsible for understanding the Canvas interface and for accessing all materials posted to Canvas. Students are expected to log in and check the course Canvas page at least three times a week. All posted content is the students' responsibility. Not being aware of posted content is not a valid excuse for missing assignments or discussion posts.

Canvas materials may include, but are not limited to:

- Video/audio files that add value to the course topics
- Additional reading assignments that supplement course topics
- Experiential exercises – Real-world problems that challenge your knowledge for practical business solutions
- Quizzes
- Exams

Any questions regarding course content on Canvas should be directed to me. However, I cannot help you with technical difficulties in accessing the content. Please contact the university Help Desk for this:

IU Campus IT Support Center

- Chat: <https://ithelplive.iu.edu/>
- Phone: 812-855-6789
- Email: [ithelp@iu.edu](mailto:ithelp@iu.edu)
- Online: [Knowledge Base](#)

Kelley School of Business

Information Technology (KSBIT)

- Office: CG 0013 M-F 7:30am-5pm
- Phone: 812-855-4247
- Email: [ksbit@indiana.edu](mailto:ksbit@indiana.edu)

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**Software (SPSS & Qualtrics).** You will use a statistical program called SPSS to complete some of your work in this class. SPSS is one of the most widely used statistical programs used in the U.S. business community. The SPSS software package is available for your use on every computer in the UITS computer labs on this campus. Additionally, each student is provided with an individual license which allows you to use SPSS on your laptop or desktop. You will be provided with information on how to download SPSS on your personal computer. Each student can only download ONE copy and please do not share with anyone outside of this course since the number of students who can download SPSS is limited. There are the 32bit, 64bit, and Mac installs in this share. Students just need whichever one that works for their machine. SPSS is also available for your use on every computer in the UITS clusters on this campus as well as through [IUanyWare](#).

IU students also have access to a free Qualtrics account. This online software will be useful in designing surveys and experiments. You can access your account by searching for Qualtrics on [One.IU.edu](#).

### COURSE POLICIES

**Classroom Behavior.** Respect in the classroom (and online, in Canvas) is expected. We will be engaging in a great deal of discussion and debate, both in person and online. You are expected to use respectful language in all communications within this course. Failure to do so will result in formal action taken with university administration. Failure to comply with instructions may result in expulsion from class.

**Attendance.** Due to challenges posed by the ongoing COVID-19 pandemic, class attendance is not required. In addition to vaccination, masking, hygiene, and social distancing, when possible; one of the most important things we all can do to protect our community is to stay away from others when we're not feeling well. If you have any symptoms of COVID-19 at all, please stay home, isolate, and get tested. Even if you do not have COVID-19, you still do not want to spread flu or other illnesses. If you are concerned about missing class, please know that my colleagues and I are dedicated to helping support students' ability to continue their progress in courses and recover any missed work.

**Class Participation.** Please be sure to ask if you do not understand any course material or instructions. You are expected to remain highly engaged in all course activities in person and on Canvas. All Canvas participation is recorded automatically, and the frequency and duration of each Canvas engagement is tracked throughout the semester. Additionally, I will review the content of your in-class and Canvas participation, seeking meaningful and inciteful commentary. Consistent quality engagement in class and on Canvas will count towards your participation grade—a significant portion of your final course grade.

**Technology.** The use of technology (mobile phones, tablets, laptops, etc.) in the classroom is strictly prohibited, unless we are using software in class. [Neuroscience](#) shows that handwriting (vs. keyboard typing) facilitates and optimizes learning, suggesting students should rely on handwriting for notetaking and learning. Exceptions will be granted for students with approved accommodations requiring the use of technology for visual, hearing, or language barriers.

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**Make-Up Assignments.** Class participation is required and is adversely affected by frequent absence. Any activities with a deadline (including quizzes and exams) can only be made up at the discretion of the instructor. Please avoid risking missing a quiz or exam, as a make-up is not guaranteed.

**Email Policy.** This class has a 24hr response policy. This means that I will do my best to respond to student emails within 24 hours of receipt. As such, students are also expected respond to my emails within 24 hours. Emails are expected to be written in a professional manner. This means all emails should be well-written including the following components, as explained in [this article](#): (1) Subject Line, (2) Salutation, (3) Introduction, (4) Body Text, (5) Conclusion, and (6) Signature. Note: Emails written from mobile phones are notoriously terrible. I strongly recommend avoiding sending emails from your phone whenever possible. If not, be sure to proofread more than once. Poorly written emails will be sent back with a request for clarity.

**Written Communications Support.** Because written communications proficiency is an important part of grading in this course, your ability to write correctly and effectively is important. IU has free [Writing Tutorial Services \(WTS\)](#) available to help. An alternative, free, tool available is [www.grammarly.com](http://www.grammarly.com). This is a great way to identify writing errors and help you fix them. Another helpful web site is [www.citefast.com](http://www.citefast.com). I encourage you to use these free support tools in all your courses.

### ASSESSMENT OF LEARNING

I am committed to working to enable your success in this course. Success is measured in terms of student learning and growth. Thus, my commitment is to your learning experience, not your grade. Your grade will be earned, not “given” to you, and depends on your effort and ability. You are responsible for following directions, reading all assigned content, and studying all assigned materials. In this course, there will be several opportunities for you to demonstrate your learning, as detailed below:

Grading Rubric		Grade Breakout	
Attendance	5%	A+	97% - 100%
Participation	15%	A	93% - 96.9%
Quizzes/Assignments	20%	A-	90% - 92.9%
Exam 1	20%	B+	87% - 89.9%
Exam 2	20%	B	83% - 86.9%
Marketing Research Project	20%	B-	80% - 82.9%
		C+	77% - 79.9%
		C	73% - 76.9%
		C-	70% - 72.9%
		D	60% - 69.9%
		F	0% - 59.9%

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**Attendance (5%).** Because attendance is not required, due to the ongoing COVID-19 pandemic, all students will receive full credit for attendance by default. However, students who miss class are still responsible for all material covered in class and may miss out on participation and assignment points.

**Participation (15%).** Participation is a crucial component of demonstrating the progress of your learning and comprehension in this course. Consistently logging in to Canvas, showing up to class on time, and actively participating in the discussion is a requirement, not an option. Using technology (e.g., texting, using social media) and otherwise disrupting the class will count against this grade. Comments that are offensive or that deviate the discussions from the topic are considered a disruption of the class.

**Quizzes/Assignments (20%).** Quizzes will be assigned regularly to verify comprehension of class material. Typically, 1-2 quizzes can be expected each week and can be in class or posted on Canvas. However, this number will increase if students are not engaging in class discussions to demonstrate their learning. This may occur without warning. Quizzes will typically be short answer or multiple-choice format, but this is subject to change depending on student engagement in class discussions. Any material covered in the textbook, supplementary materials provided, or topics discussed during class or on Canvas can be included in quizzes. Quizzes are on an individual basis. Any trend in overlapping responses will be considered cheating, and all students involved will automatically receive a failing grade and disciplinary action.

**Exams (40% total).** There will be two exams throughout the semester: a midterm and a final. Each exam is worth 20% of your final grade. Exams may consist of anywhere from 50-100 multiple-choice, true or false, and short essay questions. Any material covered in the textbook, supplementary materials provided, or topics discussed during class or on Canvas can be included in exams.

**Marketing Research Project (20%).** You will form a research consulting group with other students in class, with whom you will work to design and conduct a research project for an existing business (preferably local). Your group will be expected to meet and collaborate on identifying a business problem and writing a formal research proposal and research report, including key insights based on data and strategic marketing solutions to address the business problem identified. You will also be expected to present your research findings and proposed solutions to the class at the end of the semester. Performance will be evaluated based on the demonstration of creativity, resourcefulness, and ability to tie course material into your research proposal and report.

**Extra Credit.** As part of the learning experience in this course, students can participate in up to two marketing studies that marketing faculty conduct in the last four weeks of the semester to earn extra credit. Each study should take less than 1 hour. Danielle Willibey ([jwillibe@indiana.edu](mailto:jwillibe@indiana.edu)) will add you to her "Marketing Studies" course in Canvas. She will send out a welcome email containing your login information from the registration system, SONA. She will send out all future announcements through

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the Marketing Studies course on Canvas. You are responsible for signing up for one study and cancelling it if you cannot attend. Everything that you will need to know about participating in the study is on the Canvas site or the registration system. Please email Danielle with any questions. By the end of the semester, she will report to me about your attendance at the marketing study. All participants will earn up to 2% in extra course credit for their effort (1% for each completed session). Other opportunities for extra credit may arise at the instructor's discretion.

### IU ACADEMIC CALENDAR

Event	Date
Classes begin	Monday, January 9, 2023
Martin Luther King, Jr. Day (classes do not meet)	Monday, January 16, 2023
Spring Recess begins (after last class)	Sunday, March 12, 2023
Classes resume	Monday, March 20, 2023
Last day of classes	Saturday, April 29, 2023
Final Exam dates	Mon-Fri, May 1-5, 2023

### COURSE CALENDAR (tentative)

Week	Date	Material Covered
Week 1	1/9 1/11	Syllabus Ch. 1 Intro to Marketing Research
Week 2	1/16 1/18	Martin Luther King, Jr. Day (classes do not meet) Ch. 2 Marketing Research Industry
Week 3	1/23 1/25	Ch. 3 Marketing Research Process and Defining Problem and Objectives Ch. 4 Research Design
Week 4	1/30 2/1	Ch. 5 Secondary Data and Packaged Info
Week 5	2/6 2/8	Ch. 6 Qualitative Research Techniques
Week 6	2/13 2/15	Ch. 7 Evaluating Survey Data Collection Methods
Week 7	2/20 2/22	Ch. 8 Measurement, Developing Questions, and Designing Questionnaire
Week 8	2/27 3/1	Exam Review Exam 1
Week 9	3/6 3/8	Ch. 9 Selecting Sample Ch. 10 Determining Size of Sample
Week 10	N/A	Spring Recess (classes do not meet)
Week 11	3/20 3/22	Ch. 11 Dealing with Fieldwork and Data Quality Issues
Week 12	3/27 3/29	Ch. 12 Descriptive Analysis, Population Estimates, and Testing Hypotheses Ch. 13 Implementing Basic Differences Tests
Week 13	4/3 4/5	Ch. 14 Associations Tests Ch. 15 Regression Analysis
Week 14	4/10 4/12	Ch. 16 Communicating Insights
Week 15	4/17 4/19	Marketing Research Project
Week 16	4/24 4/26	Marketing Research Project
Week 17	5/4 or 5/6	Exam 2 ( <a href="#">Final Examination Schedule - Office of the Registrar</a> ) <ul style="list-style-type: none"> <li>• Section 13254: Mon, 5/1 @ 10:20am-12:20pm</li> <li>• Section 12057: Wed, 5/3 @ 8:00am-10:00am</li> <li>• Section 7515: Wed, 5/3 @ 5:20pm-7:20pm</li> </ul>
<b>*Schedule and content subject to change</b>		

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## APPENDIX A: COURSE LEARNING OBJECTIVES

M303 is designed to familiarize students with the applications of marketing research in the “real world.” Students will apply knowledge learned in the classroom to solve real business. By the end of the course, you should be able to use marketing research by collecting primary data or using secondary data appropriately, analyzing them with correct statistical methods and software, deriving accurate conclusions that help you make effective marketing decisions, and communicating your decisions to business audience. Students who successfully complete M303 will be able to demonstrate the following learning outcomes:

1. Determine the purpose of conducting marketing research.
2. Identify sources of available secondary data prior to collecting primary data.
3. Collect primary data using focus groups. Conduct and code focus group data to generate hypotheses.
4. Design survey questions and analyze survey data using statistical software SPSS and methods, such as descriptive statistics, correlations, regressions, confidence intervals, and hypothesis testing.
5. Determine appropriate marketing strategies (e.g., target pricing and promotion, brand management, new product development, and market entry) based on insights generated from survey data analysis.
6. Present research findings effectively and make recommendations to higher management to aid in marketing decisions.

For students who are taking BUS-M346 Analysis of Marketing Data, note that this course is designed to be different from M346. This course is to teach you the entire process and steps of conducting marketing research. You will learn to define research questions, collect primary and secondary data, conduct focus group, analyze qualitative data, design survey using Qualtrics, and analyzing survey data using SPSS. M346 is designed to dive deeper into the data analysis part that we introduce in M303. For students who are taking M346, the use of SPSS may seem redundant. However, it is useful to enhance your SPSS skills by using it to solve various problems. For students who are not taking M346, I will have a special session to help you learn SPSS.



## APPENDIX B: STUDENT CONDUCT AND SUPPORT

The vast majority of IU and Kelley students act honestly and with integrity in their personal lives and in class. Indeed, integrity and accountability are [fundamental values](#) of the Kelley School of Business undergraduate program. Unfortunately, each year a small group of students deviate from those values and (either intentionally or unintentionally) engage in academic misconduct. Please do not find yourself among that group.

To avoid academic misconduct, you must know and comply with the responsibilities and duties set forth in the [Kelley School of Business Student Honor Code](#), the [Indiana University Code of Student Rights, Responsibilities, and Conduct](#), and any other Kelley or IU rules and regulations about academic misconduct. In the event you commit an act of academic misconduct, an appropriate sanction will be imposed, and the misconduct will be reported to Indiana University. Sanctions could include a grade of F for the class.

Note that academic misconduct includes cheating and plagiarism, even if unintentional. Be sure to carefully review the definition of cheating and plagiarism found in the [IU Code](#). Additionally, sharing (including uploading) past or current quizzes, tests, or homework assignments from this class with each other (unless specifically authorized by assignment, test, or quiz instructions) or via unauthorized sources, including third-party websites such as Chegg, is against course rules and constitutes academic misconduct, even if your intent is not to enhance your performance or grade in this class. Likewise, accessing (including downloading) past or current quizzes, tests, or homework assignments via unauthorized sources, including third party websites such as Chegg, is also against course rules and constitutes academic misconduct.

If I determine that you have committed academic misconduct, I will notify you by meeting with you and explaining the basis for my determination. Then, I will report it to the University, as I am required to do. If you are the subject of a report of misconduct that you believe is inaccurate or if you believe that an imposed sanction is inappropriate, you have a right to appeal the finding of misconduct and/or the sanction. Appeals are initiated by emailing [ksappeal@indiana.edu](mailto:ksappeal@indiana.edu).

**Student Rights.** All instructor use of recordings will follow applicable IU policies, including <https://policies.iu.edu/policies/ps-02-video-electronic-surveillance/guidelines-video-proctoring-quizzes-exams.html>.

**Student Responsibilities.** The Student Code at <https://studentcode.iu.edu/> covers your participation in online exams by prohibiting you from sharing exam material with others, or using material that is not your own.

**Academic Misconduct.** If you suspect that a student has cheated, plagiarized or otherwise committed academic misconduct, refer to the [Code of Student Rights, Responsibilities and Conduct](#).

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**Bias-Based Incident Reporting.** As your instructor, one of my responsibilities is to create a positive learning environment for all students. Bias incidents (events or comments that target an individual or group based on age, color, religion, disability, race, ethnicity, national origin, sex, gender, gender identity, sexual orientation, marital status, or veteran status) are not appropriate in our classroom or on campus. What should you do if you witness or experience a bias incident? See it? Hear it? Report it by submitting a report online ([biasincident.indiana.edu](https://biasincident.indiana.edu)) or calling the Dean of Students Office (812-855-8187).

Students can report any act of discrimination or harassment based on race, ethnicity, religious affiliation, gender, gender identity, sexual orientation or disability through any of the options: 1) email [biasincident@indiana.edu](mailto:biasincident@indiana.edu) or [incident@indiana.edu](mailto:incident@indiana.edu); 2) call the Dean of Students Office at (812) 855-8187 or 3) use the IU mobile App (m.iu.edu). Reports can be made anonymously if desired.

**Accommodation For Religious Observances.** Students missing class or graded activities for a religious observance can find the officially approved accommodation form by going to the Vice Provost for Faculty and Academic Affairs' [webpage for religious accommodations](#). The form must be submitted at least 2 weeks prior to your anticipated absence/need for accommodation.

**Counseling and Psychological Services.** For information about services offered to students by [Counseling and Psychological Services \(CAPS\)](#).

**Disability Services for Students (DSS).** Every attempt will be made to accommodate qualified students with disabilities (e.g. mental health, learning, chronic health, physical, hearing, vision neurological, etc.) You must have established your eligibility for support services through the appropriate office that services students with disabilities. Note that services are confidential, may take time to put into place and are not retroactive; Captions and alternate media for print materials may take three or more weeks to get produced. Please contact [Disability Services for Students](#) or 812-855-7578 as soon as possible if accommodations are needed. The office is located on the third floor, west tower, of the Wells Library, Room W302. Walk-ins are welcome 8 AM to 5 PM, Monday through Friday. You can also locate a variety of campus resources for students and visitors that need assistance from the [ADA at Indiana University](#).

**Students needing additional financial or other assistance.** The Student Advocates Office can help students work through personal and academic problems as well as financial difficulties and concerns in order to help students progress towards earning a degree. The Office also provides support and assistance to students in working through grade appeals and withdrawals from all classes. In addition to advising student on appeal and financial issues such as financial aid or tuition, they also have emergency funds for IU students experiencing emergency financial crisis. For more information, visit the [Division of Student Affairs](#).

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**Internet Connectivity Resources.** Students with internet connectivity issues should contact [vpsa@indiana.edu](mailto:vpsa@indiana.edu), and we will help triage that best option to help them get online.

UITS has made it possible for students, instructors, and staff to access Windows computers in the STCs remotely during campus closures using IUanyWare. However, STC Mac labs are not available via IUanyWare. Further information can be found at: <https://kb.iu.edu/d/bfer>.

**Sexual Misconduct and Title IX.** As your instructor, one of my responsibilities is to create a positive learning environment for all students. Title IX and IU's Sexual Misconduct Policy prohibit sexual misconduct in any form, including sexual harassment, sexual assault, stalking, and dating and domestic violence. If you have experienced sexual misconduct, or know someone who has, the University can help. If you are seeking help and would like to speak to someone confidentially, you can make an appointment with:

- The Sexual Assault Crisis Services (SACS) at (812) 855-8900 (counseling services)
- Confidential Victim Advocates (CVA) at (812) 856-2469 (advocacy and advice services)
- IU Health Center at (812) 855-4011 (health and medical services)

It is also important that you know that Title IX and University policy require me to share any information brought to my attention about potential sexual misconduct, with the campus Deputy Title IX Coordinator or IU's Title IX Coordinator. In that event, those individuals will work to ensure that appropriate measures are taken, and resources are made available. Protecting student privacy is of utmost concern, and information will only be shared with those that need to know to ensure the University can respond and assist. I encourage you to visit [stopsexualviolence.iu.edu](http://stopsexualviolence.iu.edu) to learn more.