



UNIVERSITY OF CENTRAL ARKANSAS
COLLEGE OF BUSINESS
VISION, MISSION, AND CORE VALUES STATEMENT
MKTG 4353: MR & DATA MGMT
FALL 2014

Department of Marketing & Management

Vision

Our vision is to be recognized as the business college of choice for undergraduate and masters programs among public business colleges in Arkansas and the region, with national recognition in selected fields or areas.

Statement of Mission and Core Values

Our mission is to provide high quality business education to our undergraduate and graduate students through the delivery of a current, responsive, and innovative curriculum that promotes intellectual and professional development. We promote excellence through our scholarly endeavors and service to our stakeholders through strong engagement with the local, regional, national, and global business community.

In carrying out this mission, the College of Business is guided by the following core values:

- 1. Intellectual Excellence.**
 - 1.1. Educate students: We promote intellectual and professional development of students by emphasizing communication, critical and analytical thinking, collaboration, information management and a broad exposure to key business disciplines.
 - 1.2. Scholarship: We believe that faculty and students should engage in professional development and scholarly endeavors that promote the application and creation of knowledge in business practice and education.
 - 1.3. Cultural competence: We maintain and develop current and responsive curriculum that prepares students for the global business environment through broad exposure to key business disciplines.
 - 1.4. Physical learning environment: We strive to provide a physical infrastructure with appropriate technology that provides an environment in which our students and faculty can thrive professionally and intellectually.
- 2. Community.**
 - 2.1. Collegiality: We encourage transparency in our decision making practice through a process of shared governance based on interactions among faculty, staff, and students.
 - 2.2. Service: We pursue collaborative partnerships between our internal and external stakeholders to promote life-long and experiential learning, research, service, and community interaction.
- 3. Diversity.**
 - 3.1. We value the opportunity to work, learn, and develop in a community that embraces the diversity of individuals and ideas.
- 4. Integrity.**
 - 4.1. Ethics: We are committed to ethical and responsible behavior in our own actions and to developing the same commitment in our students by promoting the awareness of professional ethical responsibilities.
 - 4.2. Responsibility: We commit to being responsible and accountable in our operations at all levels, including assessment and continuous improvement of our academic programs and transparency in our fiscal and operational proceedings.

Learning Goals

Our graduates shall possess:

1. Critical Thinking & Analytical Thinking Skills;
2. Awareness of the Global Business Environment;
3. Ethical Reasoning Abilities;
4. Effective Communication Abilities;
5. Effective Collaborative Skills;
6. Effective Information Management Skills;
7. Understanding of a Broad Range of Business Disciplines.

Course Syllabus

Course Information

Course Number:	MKTG 4353
Course Name:	Marketing Research & Data Management
CRN:	11540
Semester:	FALL 2014
Location:	COB 214
Class Hours:	TUE & THU 10:50am-12:05pm

Instructor Information

Name:	Joe Cangelosi
Office Location:	COB 312B
Work Email:	joec@uca.edu
Phone:	501-450-5350
Office Hours:	1:30pm to 4:30pm TUE & THU

Prerequisites:

MKTG 3350: Principles of Marketing

Textbook and Instructional Materials Required:

McDaniel, Carl. Marketing Research & Data Management. John Wiley & Sons, Inc. Hoboken, NJ, 2012. (This is a special textbook for just the UCA MKTG 4353 class. It cannot be bought online. It is available in the UCA bookstore and the 2 Textbook Broker locations on Farris Road.)

PROFESSOR/STUDENT WEBSITE: <https://sites.google.com/site/mktg4353x/market-research-class-files>

Course Description:

MKTG 4353: MARKETING RESEARCH AND DATA MANAGEMENT A required course in the marketing major. Course involves the application of research methodology to marketing and management problems. Includes research design, questionnaire construction, sample design, and quantitative data analysis. The goal of the course is to give students the tools either to perform marketing research projects or to interpret the output of such projects, and involves lecture, discussion, several workshops, computer applications via SPSS, and a group project. **Prerequisite:** MKTG 3350. Fall, Spring. **Note:** If somehow you have taken MKTG 3350 without completing QMTH 2330 or equivalent, you will not pass this course.

Course Objectives:

Course Objectives/Learning Goals:

- To enhance students' **analytical** skills.
- To enhance students' **oral and written** communication skills.
- To enhance students' **problem solving** skills.
- To give students experience regarding **working in teams**.
- To provide students with a **basic appreciation and knowledge** of marketing research.
- To enhance students' **critical thinking** skills.
- To enhance students' ability to search for and **acquire information** to solve problems.

Required Objectives for Students:

- To attend **all** classes.
- To get to class **on time**.
- To be **prepared** to discuss assigned class material.
- To **ask questions** when further explanation is needed.
- To act in a **professional** manner.
- To be **creative** and **energetic**.
- To make a **positive contribution** to the class.
- **To NOT SURF THE WEB or TEXT DURING CLASS!!!!...to do so is to be absent.**
- **To not have your cell phone go off in class!!!!...to do so is to be absent.**

Course Delivery Method: (SPSS, Laptops & Labs, EMAIL)

FORMAT:

- 90% Lecture, and 10% Lab. All materials will come from the textbook or material posted on our class website.
- Labs will deal with the use of SPSS Windows and applying it to the assigned SPSS problems.
- The professor will communicate with students regarding upcoming classes and issues regarding the course by email. Students must be committed to checking their UCA email for assignments and other course requirements.

Grading:

GRADING:

4 announced exams @ 100+ points each

Final Exam will count for up to 25% of the final point total and subsequent Grade

Class exercises and participation points (+ or -) **[could be as high as 100 points]**

Term Project Report & Presentation 200 points

SPSS Exercises Up to 10 points each if done correctly (Up to 80 points)

Given all other requirements have been met, generally grades are determined as follows:

1st Cluster (usually 90%+)	A
2nd Cluster (about 80-89%)	B
3rd Cluster (about 70-79%)	C
4th Cluster (about 60-69%)	D
Grades below 60%	F

** Examine the class policies as they describe most of what would be considered appropriate behavior in the class.*

Post-Exam Follow-up: After each exam, exams will be handed back to students followed by a short discussion of the results and any appertaining adjustments to the results. After the discussion, generally at the beginning of class, exams will immediately be handed back to the professor. **Any student NOT returning his or her exam at that time will be given an “F” for a final grade in the course.**

Description of Major Deliverables/Course Requirements:

Class Schedule: (schedule for major tests and deliverables at minimum)

**Marketing 4353: Marketing Research & Data Management
Dr. Cangelosi/FALL 2014/Itinerary**

Tuesday	ROOM	Thursday	ROOM
08/19		08/21 Class Orientation, Syllabus	214
08/26 Chapter 3: Problem Definition, Exploratory Research, and the Research	214	08/28 Team Projects; Chapter 4: Secondary Data and Databases	214
09/02 Chapter 5: Qualitative Research	214	09/04 Review for Exam#1 (ch3-5) Project Ideas & Objectives DUE!	214
09/09 EXAM#1: Chapters 3-5	214	09/11 Chapter 6: Traditional Survey Research	214
09/16 Chapter 7:	214	09/18 Chapter 6: Online Marketing Research & Review for Exam#2	214
09/23 Exam#2:ch.6-7 Atlantic Marketing Association Conference	214	09/25 Chapter 10: The Concept of Measurement /NO PHYSICAL CLASS BUT ASSIGNED QUESTIONS DUE. Atlantic Marketing Association Conference	214
09/30 Chapter 11: Using Measurement Scales to Build Marketing Effectiveness	214	10/02 Chapter 12: Questionnaire Design & Workshop	214
10/07 Questionnaire Workshop & Review for Exam#3	214	10/09 EX#3:ch.10-12	214
10/14 Chapter 13: Sampling Basics FINAL QUESTIONNAIRE DUE	214	10/16 FALL BREAK – NO CLASS	214
10/21 Chapter 14: Sample Size Determination	214	10/23 Ch.14 Sample Size Determination; Work Sample Size Problems and review for EX#4	214
10/28 EX#4:ch13-14	214	10/30	214
11/04		11/06	
11/11 Chapter 15: Data Processing, Fundamental Data Analysis (Mean, Median, Mode, Variance/Standard Deviation	214	11/13 Chapter 15: Testing of Significant differences	214
11/18 Chapter 16: Chi-Square Test	214	11/20 Chapter 16: ANOVA Test & SPSS Problems	214
11/25 Formatting the Final Report SPSS PROBLEMS	214	11/27 SPSS PROBLEMS Last date to drop class with WP or WF SPSS Optional Problems Due	214
12/02 Review for Final Exam	214	12/04 Review for Final Exam Final Project Report Due!!	214
12/09 FINAL EXAMS		12/11 FINAL EXAMS	

Evaluations (Fall & Spring):

Student evaluations, of a course and its professor, are crucial in helping faculty achieve excellence in the classroom, and the institution in demonstrating that students are gaining knowledge. Students may evaluate courses they are taking starting on the Monday of the 12th week of instruction through the end of finals week by logging in to *myUCA* and clicking on the EVALS button on the top right.

Policies and Procedures:

Attendance and Drop policies:

- 1) **You must attend class to pass this course.**
- 2) If you drop the class, policies set by the University for drop-grades will be enforced.
- 3) Excessive absences (more than 4) **will** result in the student in being dropped from the class with a **WF**.
- 4) Tardiness will be counted as ½ of an absence. **Students coming in late for quizzes will not be allowed to take the quiz.**

Assignment Submission:

- 1) All assignments must be turned in on the dates indicated in order to receive full credit.
- 2) Late assignments will receive **partial** or **no** credits.

Makeup Exams:

- 1) Make-Up Exams are discouraged. Historically, **students do NOT perform well** on Marketing Research make up exams.
- 2) If a make-up exam is necessary, it must be arranged between the professor and student.

Classroom Policies:

- 1) **Cell phones must be turned off before coming into class.**
- 2) **If you are caught surfing in class you will be marked absent.**
- 3) **Get to class on time. To reiterate, each tardiness is counted as ½ of an absence.**

Academic Integrity Statement:

The University of Central Arkansas affirms its commitment to academic integrity and expects all members of the university community to accept shared responsibility for maintaining academic integrity. Students in this course are subject to the provisions of the university's Academic Integrity Policy, approved by the Board of Trustees as Board Policy No. 709 on February 10, 2010, and published in the Student Handbook. Penalties for academic misconduct in this course may include a failing grade on an assignment, a failing grade in the course, or any other course-related sanction the instructor determines to be appropriate. Continued enrollment in this course affirms a student's acceptance of this university policy. **Please see the following website for guidelines concerning plagiarism:**

<http://uca.edu/academicaffairs/files/2012/08/Plagiarism.pdf>

Disabilities Act Statement:

The University of Central Arkansas adheres to the requirements of the Americans with Disabilities Act. If you need an accommodation under this Act due to a disability, please contact the UCA Office of Disability Services, 450-3613.

Sexual Harassment and Academic Policies:

All students are required to familiarize themselves with the University of Central Arkansas policy on sexual harassment and on academic policies. These policies are printed in the Student Handbook.

TITLE IX Statement

"If a student discloses an act of sexual harassment, discrimination, assault, or other sexual misconduct to a faculty member, the faculty member cannot maintain complete confidentiality and is required to report the act and may be required to reveal the names of the parties involved. Any allegations made by a student may or may not trigger an investigation. Each situation differs and the obligation to conduct an investigation will depend on those specific set of circumstances. The determination to conduct an investigation will be made by the Title IX Coordinator. For further information, please visit: <https://uca.edu/titleix>."

UCA Academic Calendar Link: <http://uca.edu/registrar/academiccalendar.php>

Emergency Procedures Summary: (EPS)

An Emergency Procedures Summary (EPS) for the building in which this class is held will be discussed during the first week of this course. EPS documents for most buildings on campus are available at <http://uca.edu/mysafety/bep/>. Every student should be familiar with emergency procedures for any campus building in which he/she spends time for classes or other purposes.

Other Required Materials/Competencies/Resources:

SPSS Statistical Software – can be found on the UCA LAN

Optional SPSS EXERCISES: SPSS Exercises can be turned in for bonus points. See chart below. **The EXERCISES can be found at the end of Chapters 14-17.** Each student will be given a unique data set to be used for SPSS Exercises.

Chapter	Exercise	Topic	Points Possible
14	1	Sample Size Determination Using the Sample Means Method	10
14	2	Determining the Reliability/Confidence of the Sample Results	10
15	2	Analysis of Data with Frequency Distributions	10
15	3	Analysis of Data with Descriptive Statistics	10
15	4	Analysis of Demographic Characteristics Using Charts	5
16	5	Analyzing Data Using Cross Tabulation Analysis	15
16	6	T/Z-Test for Independent Samples	10
16	7	ANOVA Test for Independent Samples	10
17	2	Pearson's Product-Moment Correlation	10
		TOTAL BONUS POINTS POSSIBLE	90

REMEMBER: The SPSS exercises optional. However, you will be required to use SPSS to complete your term projects and on your final exam. SPSS exercises are points that **you the student can control**. I have an example of the completed exercises in my office. **The DUE DATE for all of the SPSS Exercises is Tuesday, 11/18/14, not before; not after! Submit them in a binder with dividers between each exercise; templates with answers plus any required computer printouts.**

Accreditation & Assurance of Learning

Learning Goal(s) Assessed in this Class

There is no formal assessment activity scheduled in this class.

There is formal assessment activity scheduled in this class.