



UNIVERSITY OF CENTRAL ARKANSAS
COLLEGE OF BUSINESS
VISION, MISSION, AND CORE VALUES STATEMENT
MKTG 4353: MR & DATA MGMT
SPRING 2019

Department of Marketing & Management

COB Vision

Our vision is to be a recognized leader in developing business talent and ideas that create growth and opportunity in Arkansas and globally.

COB Statement of Mission and Core Values

We educate a diverse population of current and future business professionals to successfully and ethically meet the challenges of the global business environment. Through active engagement with the local, regional, national, and global communities, our faculty strive to deliver a high-quality business education via experiential education, a relevant curriculum, and scholarly contributions. We pursue continuous improvement opportunities to add value for our College and its stakeholders.

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

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 and impact the application, creation and dissemination of knowledge through contributions to business practice, learning and pedagogical research, and discipline-based scholarship.
- 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 impact and promote life-long and experiential learning, research, service, and community engagement.

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. Understanding of a Broad Range of Business Disciplines.

Course Syllabus for MKTG 4353 MR&DM

Course Information

Course Number:	MKTG 4353
Course Name:	Marketing Research & Data Management
CRN's for both Sections:	21088, 31758
Semester:	SPRING 2019
Location for both Sections:	COB 315
Class Hours for both Sections:	TUE & THU 10:50am-12:05pm; 12:15-1:30pm

Instructor Information

Name:	Dr. Joe Cangelosi
Office Location:	COB 312H
Work Email:	joec@uca.edu
Phone:	501-450-5350
Office Hours:	TUE & THU 2:30-4:30pm; MWF 9-11am; MW 2-5pm

Prerequisites:

MKTG 3350: Principles of Marketing; If somehow you've taken MKTG 3350 Without **QMTM 2330 or equivalent statistics class**, you will not pass this course.

Textbook and Instructional Materials Required:

McDaniel, Carl. Marketing Research & Data Management. John Wiley & Sons, Inc. Hoboken, NJ, 2015. **(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 Campus Bookstore on Farris Road.)**

PROFESSOR/STUDENT WEBSITE: SEE BLACKBOARD SITE (MKTG 4353; CRN 11540)

Course Description: <http://uca.edu/ubulletin2016/courses/marketing/>

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.

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** (comments about Peer Evaluation).
- 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** and **get to class on time**; tardiness counts as ½ of a class absence.
- To be **prepared** to discuss assigned class material and ask questions.
- To act in a professional manner; this includes not leaving class before class is over (counts as absence).
- To make a **positive contribution** to the class.
- **To NOT SURF THE WEB or TEXT DURING CLASS!!!!...to do so is to be absent; you will be asked to leave.**
- **To not have your cell phone turned off before class!!!!...to do so is to be absent, as you will be asked to leave.**

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

FORMAT:

- 70% Lecture, 15% in class teamwork, and 15% Lab. Lab time will take place in the classroom. If you have a laptop, bring it to class.
- Labs will deal with the use of SPSS Windows and applying it to the assigned SPSS problems. There are student versions of SPSS available, but also 2-week Trial versions of SPSS that can be downloaded.
- The professor will communicate with students regarding upcoming classes and issues regarding the course **by email & BLACKBOARD**. **Students must be committed to checking Blackboard and their UCA email for assignments and other course requirements for each class.**

Grading:

GRADING:

3 announced exams @ 100+ points each

Final Exam (if needed) may count for up to 25% of the final point total.

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

Quizzes: 5+ Quizzes @ 10-25 points each

Term Project Report & Presentation **200+ points**

SPSS Exercises Up to 80 points depending upon the number of exercises finished (Optional)

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

HENCE, **the key to surviving MR** is to compile as many points as possible over the course of the semester, through the bonus exercises and other mini-projects. Historically, grades take a pretty good “**HIT**” at the end of the semester with the grading of the Final Exam and Final Projects; not for all students, but for about 1/3 of the students. It is important to keep up with all of the assignments, take advantage of the bonus points, and ask questions. **The professor reserves the right to make adjustments as deemed necessary.**

** 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 pertaining 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.** If the student wishes to discuss the exam further with the professor, then a meeting will be set up.

Policies and Procedures:

Attendance and Drop policies: You must attend class to pass this course.

- If you drop the class, policies set by the University for drop-grades will be enforced.
- **ABSENCES:**
 - Students are given a maximum of 4 absences during the semester, except under extreme circumstances, which will be determined via the professor’s assessment of the absence(s).
 - **> 4 absences will result in:**
 - Losing 15 points per missed class; 25 points if it is a day a speaker is presenting.
 - Losing a LETTER GRADE; or
 - Being dropped from the Class with an F.
 - I give students up to 4 excused absences because of the possibilities of sickness, getting caught in traffic, car breakdowns, and sometimes a work-related absence. The 4 absences are not for you to have a day off. I am merciless when it comes to this issue. Many students take their “CUTS” and then really need to miss class for a legitimate reason, but go over the limit. Be smart because I take roll and will enforce excessive absences.
- **Tardiness will be counted as ½ of an absence. It is a given to ALL STUDENTS THAT PARKING IS A PROBLEM, so plan for there to be problems finding parking places.**
- **Students coming in late for quizzes will NOT be allowed to take the quiz.**
- **Unless you made previous arrangements with the professor, if you leave class before the end of the class, you will be given a zero (0) out of 15 for that day and be counted absent.**

- **Students will be rewarded BONUS-BONUS Points for their attendance in the following manner:**
 - **Coming to all class: 30**
 - **Missing 1 class: 20**
 - **Missing 2 classes: 10**
 - **Missing 3 classes: 5**

Assignment Submission:

- All assignments must be turned in **on the date they are due** in order to receive full credit.
- Late assignments will receive **partial** or **no** credit.

Makeup Exams & QUIZZES:

- Make-Up Exams are discouraged. Historically, **students do NOT perform well** on Marketing Research make up exams.
- If a make-up exam is necessary, it must be arranged between the professor and student, and must be at a date **BEFORE (NOT AFTER) the regularly scheduled exam is given**. QUIZZES CANNOT be made up. If you miss a quiz, you will get a zero "0." You may be excused from a quiz for medical reasons provided you document via a physician your sickness.

Classroom Policies:

- **CELL PHONES MUST BE turned off before coming into class.**
- **No Earbuds in ears during class!! No sleeping in class!! If you do either, you will be asked to leave, marked absent, or both.**
- **If you are caught surfing in class you will be marked absent and penalized -5 bonus-bonus participation points.**
- **Get to class on time. To reiterate, each tardiness is counted as ½ of an absence.**
- **If you leave before the end of class without permission, you will be counted absent and "docked" 10 points.**

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.

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 concerning plagiarism:** <http://uca.edu/search/?q=plagiarism>

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. <http://uca.edu/student/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 or **bought**. A good source for getting SPSS is www.studentdiscounts.com. These are Student versions of SPSS that are available. If you get ready to make such a purchase, you may want to talk with the professor.

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 15-16-17 in the textbook.** Each student will be given a unique data set to be used for SPSS Exercises.

OPTIONAL SPSS EXERCISES:

Chapter	Exercise	Topic	Points Possible
15	2	Analysis of Data with Frequency Distributions	15
15	3	Analysis of Data with Descriptive Statistics	15
15	4	Analysis of Demographic Characteristics Using Charts	5
16	5	Analyzing Data Using Cross Tabulation Analysis with the Chi-Square Test	20
16	6	T/Z-Test for Independent Samples	15
16	7	ANOVA Test for Independent Samples	15
17	2	Correlation Analysis	15
TOTAL BONUS POINTS POSSIBLE			100

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 Wednesday, 04/24/19, not before; not after! Also, to receive credit for SPSS exercises:**

- **Submit them ONLINE!!**
- **Templates with answers**
- **Computer printouts associated with the appertaining exercise. Templates without the computer printouts will receive no points.**

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.

CLASS ITINERARY

COURSE: MKTG 4353: Mktg Res & DM		ROOM 311	
Dr. Cangelosi/Spring 2019/Itinerary			
Date	TUESDAY	Date	THURSDAY
8-Jan		10-Jan	Class Orientation, Syllabus
15-Jan	Chapters 2 (MR Industry) & 3: Problem Definition, Exploratory Research, and the Research	17-Jan	Team Projects; Chapter 4: Secondary Data and Databases
22-Jan	Chapter 5: Qualitative Research PROJECT IDEAS & OBJECTIVES DUE!! Discussion of Exploratory Research	24-Jan	Chapter 6: Traditional Survey Research & Chapter 7: Online Survey Research
29-Jan	Exam #1: Ch. 2-7	31-Jan	Chapter 10: The Concept of Measurement
5-Feb	Measurement Quiz; continue measurement discussion; validity and reliability. Exploratory Research Due	7-Feb	Measurement Quiz: remaining Ch.10 topics. Chapter 11: Attitudes; Final Measurement Quiz
12-Feb	CH11-Attitudes 1st Q-Draft is DUE!!	14-Feb	Chapter 12 & Questionnaire Design & Questionnaire Workshop – feedback on Q-drafts
19-Feb	Q-Workshop	21-Feb	Final Questionnaire Due, Friday 02/22 at 4pm; worth 125 Points!!
26-Feb	Chapter 13: Sampling Basics	28-Feb	Chapter 14: Sample Size Determination
5-Mar	Chapter 14: Sample Size Determination	7-Mar	Chapter 14: Sample Size Determination--Review
12-Mar	Exam#2: CH13-14	14-Mar	
19-Mar	SPRING BREAK – NO CLASS	21-Mar	SPRING BREAK – NO CLASS
26-Mar	SPSS Primer; CH15—editing, coding, frequency distributions, measures of central tendency and dispersion.	28-Mar	Chapter 15: measures of central tendency & dispersion
2-Apr	Chapter 16: Statistical Testing of Differences & Relationships: Selecting the correct Statistical Test; begin Chi-Square Test	4-Apr	Chapter 16: Chi-Square Test
9-Apr	Chapter 16: ANOVA	11-Apr	Chapter 16: ANOVA
16-Apr	SPSS Problems	18-Apr	SPSS Problems
23-Apr	Formatting your Project Report SPSS Optional Problems Due 04/24	25-Apr	Review for Final
30-Apr	FINAL EXAMS	2-May	FINAL EXAMS