



Fermanian School of Business
Point Loma Nazarene University
MKT 4032

Marketing Research and Analytics

Number of Units: 3

Fall 2026

Meeting days: Monday/Wednesday	Instructor: Michael D. Wiese, Ph.D.
Meeting times: 1:30-2:45	Phone: 765.425.0955
Meeting location: FSB 101	E-mail: mwiese@pointloma.edu
Final Exam: Monday, December 14 from 1:30-4:00	Office location and hours: FSB 120 Monday 9-10, Tuesday 1-3, Wednesday 8-10, Thursday 1-3, Friday 9-noon

PLNU Mission

To Teach ~ To Shape ~ To Send

Point Loma Nazarene University exists to provide higher education in a vital Christian community where minds are engaged and challenged, character is modeled and formed, and service is an expression of faith. Being of Wesleyan heritage, we strive to be a learning community where grace is foundational, truth is pursued, and holiness is a way of life.

Fermanian School of Business Mission

Character – Professionalism – Excellence – Relationships – Commitment - Innovation

As members of a vital Christian community, we strive to provide high quality business programs that equip students to make a positive impact in their workplace and community by connecting purpose to practice.

COURSE DESCRIPTION

A study of various methods for gathering, analyzing, and reporting data that supports marketing decisions. Topics include the use of secondary and primary sources, qualitative and quantitative research methods and data analytics, consistent with emerging technology. Various collection methods are considered with the goal of gaining insights, interpreting information, and converting data into marketing decisions. Students will learn to evaluate different approaches to market and marketing research and gain practice in linking data to marketing activation. The course will emphasize communication of key findings to influence sales, marketing results and business outcomes.

COURSE LEARNING OUTCOMES

Upon completion of this course, students will be able to:

1. Describe the processes associated with research problem definition, research design, question development, scale and survey design, sample design, data collection, data analysis, and writing and presenting research findings (PLO 1, G1).

2. Design an appropriate research methodology to achieve specific objectives that includes secondary and primary data collection/analysis techniques and use of data analytics (PLO 2, G2).
3. Evaluate research projects to determine the appropriateness of research methods and use of data analytics (PLO 1, G1).
4. Demonstrate an understanding of the processes and techniques of marketing data analysis and visualization. (PLO 2, G2)
5. Assess ethical use of current and emerging marketing research methods (PLO 2)

COMMON MARKETING PROGRAM FRAMEWORK

The Marketing program at Point Loma Nazarene University embraces the following philosophy.

1. We are Market Oriented. This means that we seek to understand the changing markets and to build win-win value propositions that serve our customers/constituencies.
2. Because we are Market Oriented, we strive to practice marketing by the following principles.
 - We believe that the MARKET should shape how we practice Marketing
 - We believe that Marketing Strategy (how an organization establishes a sustainable competitive advantage) guides Tactics (the product/service value proposition, how it is communicated and how it is executed)
 - We do not want to be myopic...meaning that as the market changes, we must adapt. What worked before may not work in the future.

The Marketing Advisory Board has developed a framework, unique to PLNU Marketing. We call it the UCAM (YOU CAN!). The UCAM is a direct result of the philosophy of marketing above. In the program, students experience and practice being a Marketing Problem Solver.

"We are problem solvers."

This course, and every Marketing course, will give you exposure to and practice with the UCAM.

- U-Uncover customer need/problem
- C-Connect insights to understand customer need/problem
- A-Activate marketing solutions
- M-Measure results

REQUIRED TEXT

Required Textbooks: Stukent eBook: *Market Research Essentials*, Author: Steven Stromp

The book is available in the PLNU Bookstore or it can be purchased directly from Stukent. On Canvas, click on the Stukent link on the left side bar for a link to the textbook if you want to buy it directly from Stukent. [This link](#) will give you instructions.

LOMABOOKS INSTRUCTIONS FOR STUDENTS

Note: For courses using materials available through LomaBooks. You may click on the LomaBooks tab on Canvas to access the material through LomaBooks.

For both digital and print materials, please add these student instructions to your syllabus and Canvas Course. Prior to the start of class, the PLNU Bookstore will also be sharing student

instructions in a standalone email on how to access their content.

This course is part of our course material delivery program, LomaBooks. The bookstore will provide each student with a convenient package containing all required physical materials; all digitally delivered materials will be integrated into Canvas.

You should have received an email from the bookstore confirming the list of materials that will be provided for each of your courses and ask you to select how you would like to receive any printed components (in-store pick up or home delivery). If you have not done so already, please confirm your fulfillment preference so the bookstore can prepare your LomaBooks materials.

ACCESSING SOFTWARE

Students can access the following software through licenses.

Qualtrics: <https://pointloma.co1.qualtrics.com/>.

ASSESSMENT AND GRADING

ASSIGNMENTS	POINTS	GRADE SCALE
Marketing Research Project:	460 total	A= 93-100%
IRB Completion (Individual)	10	A-= 92-90%
Research Objective (Team)	25	B+= 88-89%
Secondary Research (Individual)	25	B= 83-87%
Method Proposal (Team)	25	B-= 80-82%
Instrument Development (Team)	25	C+= 77-79%
Final report	150	C= 73-76%
Presentation of Findings	100	C-= 70-72%
Peer Review/Participation	100	D+= 67-69%
		D= 63-66%
		D-= 60-62%
		F= 0-59%
Homework and In-class Assignments	Up to 150	
Quizzes	50	
Method Critique Exam	150	
Individual Method Exam	150	
Portfolio Story Coaching with MAB Member	50	
TOTAL	Up to 1010	

All assignments are to be submitted/turned in by the beginning of the class session when they are due, including assignments posted in Canvas. An incomplete grade will only be assigned in extremely unusual circumstances.

COURSE ASSIGNMENTS AND SCHEDULE

Course Assignments

1. **IRB Training:** All members of every team must complete the CITI Institutional Research Board Training. This assignment must be completed before the student can participate in the primary research project. Therefore, it is a prerequisite for being able to finish the course.

The CITI training can be found on the OneLogin page, <https://pointloma.onelogin.com>. The training contains six (6) modules. The estimated time to complete the modules is four (4) hours. The training can be done in different sessions. A quiz, at the end of each module, must be completed with a score of 80%.

2. **Research Challenge Game Competition:** Each student will be assigned to a team of up to six persons. Each team will come up with a business idea with a broad target market for young adults. The team will design and execute a research study and use the findings to recommend marketing actions. You will implement the UCAM. The general purpose of the study is to UNCOVER a customer need and to gain INSIGHTS that will ACTIVATE marketing solutions. Consider the study to be a part of the customer analysis stage of a marketing plan.

The study will be designed and executed in stages, over the course of the semester. A series of team and individual submissions will be submitted during the process. These assignments include:

- Research Objective (Team)
- Secondary Research (Individual)
- Method Proposal (Team)
- Instrument Development (Team)

A final research report will be submitted at the end of the semester. This report will be shared with a team of marketing research experts to be judged. Each research team will give a formal research presentation to the judges. A team will be selected as the Research Champions.

Additionally, there will be a peer review of each team member.

A student earning less than 70 on the Peer Review/Participation grade can only earn up to 70% of the team grade on the final research project and presentation.

Dr. Wiese will grade the final Marketing Research Project according to the following criteria.

The winning team will be awarded 20 extra credit points and a certificate verifying the win. A person not receiving at least a score of 70 on the peer review is not eligible for the extra credit, if the team wins.

Research Project Grading Criteria: Total 150 points
Research represents a <u>comprehensive application</u> of the course material that represents a strong effort to design and execute an effective research project-75 point
Research Project represents an effective use of research to uncover a customer problem, gain insights to understand that customer problem to activate marketing solutions. 50 points

Research Project is an engaging, professional and grammatically/correct document that tells a powerful story of how data should inform marketing decisions-25 points

3. To hold each person in research teams accountable, there will be an Individual Method Critique exam. The assignment is designed to make sure that each member of the team demonstrates expertise in research methods and that each person has a good understanding of the group work and the material that applies to the team project.
4. In-class Assignments: At various points during the semester, in-class assignments will be used to assess student understanding of material and to encourage consistent class attendance. Attendance is required to earn these points unless there is a university-approved absence.
5. There will be five quizzes over text material over the course of the semester to count for a grade. There will be a practice quiz to help students be familiar with expectations. The quizzes will be multiple-choice and true/false.
6. A mid-term exam will help determine if each student has a satisfactory understanding of course material. This exam will be a critique of a marketing research methodology, with recommendations for improvement. The process of learning during the semester is designed to prepare students for this exam.
7. Most students in the class are Marketing majors who are required to submit a portfolio in Marketing Strategy that will be shared with members of the Marketing Advisory Board. A critique of the Marketing program has been that we need to give students an earlier exposure to the portfolio process, specifically the identification of a “professional brand proposition.” As part of “self-research,” students are going to get an opportunity to sit-down with a member of the Marketing Advisory Board as part of this course to share the following:
 - a. Your initial thoughts on your brand proposition (what gives you a competitive advantage in the marketplace)
 - b. Two evidences to support the brand proposition and demonstrate the ability to UCAM

Each student will have 30 minutes with a member of the MAB to share your brand proposition (your story).

INCOMPLETES AND LATE ASSIGNMENTS

All assignments are to be submitted/turned in by the beginning of the class session when they are due, including assignments posted in Canvas. Assignments that are one day late will be deducted 20%. Any assignment deducted two days late will be deducted 40%. Any assignment submitted after two days will be deducted 60%. Incomplete will only be assigned in extremely unusual circumstances.

GENERAL COURSE CONCERNS

If you have a concern related to the content or structure of this course, please bring your concern(s) to me (the instructor) in a timely manner, so that we can discuss your thoughts and work together toward a solution.

FINAL EXAMINATION POLICY

Successful completion of this class requires taking the final examination on its scheduled day. The final examination schedule is posted on the [Traditional Undergraduate Records: Final Exam Schedules](#) site. If you find yourself scheduled for three (3) or more final examinations on the same day, you are authorized to contact each professor to arrange a different time for one of those exams. However, unless you have three (3) or more exams on the same day, no requests for alternative final examinations will be granted.

PLNU ACADEMIC BEHAVIOR POLICY

Both faculty and students at Point Loma Nazarene University have the right to expect a safe and ordered environment for learning. Students are expected to take the initiative to learn and conduct themselves in a mature and civil manner in the classroom environment. Any student behavior that is disruptive or threatening is a serious affront to Point Loma Nazarene University as a learning community. Students who fail to adhere to these behavioral standards may be subject to disciplinary action, including removal from class or further university sanctions. For a Rev. 05.2026 Page 7 of 2 full definition of disruptive behavior, response procedures, and the appeal process, please consult the Academic Behavior Policy in the University Catalog.

ARTIFICIAL INTELLIGENCE (AI) POLICY

You are allowed to use alternative sources of intelligence (AI) tools (e.g., ChatGPT, iA Writer, Gemini, Perplexity, GrammarlyGo etc.) in this course for first drafts ONLY. Any work that utilizes AI-based tools must be cited per APA 7th edition guidelines. Here is an example of proper citation:

OpenAI. (2024). *ChatGPT* (version 3.5)] Large language model]. Retrieved from <https://chat.openai.com/chat>.

Plagiarism is defined as using or taking credit for someone or AI's work without permission or acknowledgment. If you use AI tools to generate work in this course and do not properly cite it then it is considered plagiarism and will be reported to the university as an Academic Integrity violation.

Students must provide a copy of the AI-generated work along with the proper citation. *The AI-generated work is not sufficient.* You must “own” the work by making revisions that align with the specific assignment objective(s), and it must be clear that your final submission is uniquely your “own” work. Credit will not be given for AI-generated work without evidence of your “human touch.”

LANGUAGE AND BELONGING

Point Loma Nazarene University faculty are committed to helping create a safe and hospitable learning environment for all students. As Christian scholars we are keenly aware of the power of language and believe in treating others with dignity. As such, it is important that our language be equitable, inclusive, and prejudice free. Inclusive/Bias-free language is the standard outlined by all major academic style guides, including MLA, APA, and Chicago, and it is the expected norm in university-level work. Good writing and speaking do not use unsubstantiated or irrelevant generalizations about personal qualities such as age, disability, economic class, ethnicity, marital status, parentage, political or religious beliefs, race, gender, sex, or sexual orientation. Inclusive language also avoids using stereotypes or terminology that demeans persons or groups based on age, disability, class, ethnicity, gender, race, language, or national origin. Respectful use of language is particularly important when referring to those outside of the religious and lifestyle commitments of those in the PLNU community. By working toward precision and clarity of language, we mark ourselves as serious and respectful scholars, and we model the Christ-like quality of hospitality.

If you (or someone you know) have experienced other forms of discrimination, you can find more information on reporting and resources at www.pointloma.edu/nondiscrimination.

LOMA WRITING CENTER

The Loma Writing Center exists to help all members of the PLNU community cultivate transferable writing skills to engage their academic, professional, personal, and spiritual communities. We work toward this goal by conducting one-on-one consultation sessions, supporting writing education across the PLNU community, and participating in ongoing writing center research.

Getting feedback from the Loma Writing Center while you're in the process of working on an assignment is a great way to improve the quality of your writing and develop as a writer. You are encouraged to talk with a trained writing consultant about getting started on an assignment, organizing your ideas, finding and citing sources, revising, editing for grammar and polishing final drafts, and more. For information about how to make in-person or online appointments, see [Loma Writing Center webpage](#) or visit the Loma Writer Center on the first floor of the Ryan Library, room 221.

- Appointment Calendar: <https://plnu.mywconline.com/>
- Website: <https://www.pointloma.edu/centers-institutes/loma-writing-center>
- Email: writingcenter@pointloma.edu

Walk-ins are welcome, but we recommend making an appointment in advance.

SEXUAL MISCONDUCT AND DISCRIMINATION

In support of a safe learning environment, if you (or someone you know) have experienced any form of sexual discrimination or misconduct, including sexual assault, dating or domestic violence, or stalking, know that accommodations and resources are available through the Title IX Office. Please be aware that under Title IX of the Education Amendments of 1972, faculty and staff are required to disclose information about such misconduct to the Title IX Office. If you wish to speak to a confidential employee who does not have this reporting responsibility, you can contact Counseling Services or consult the list of campus pastors.

Rev. 05.2026 Page 9 of 2 If you (or someone you know) has experienced other forms of discrimination or bias, you can find more information on reporting and resources via the Nondiscrimination and Anti-harassment Policy.

SPIRITUAL CARE

Please be aware PLNU strives to be a place where you grow as whole persons. To this end, we provide resources for our students to encounter God and grow in their Christian faith.

If students have questions, a desire to meet with the chaplain or have prayer requests you can contact your professor or the [Office of Spiritual Life and Formation](#).

PLNU COPYRIGHT POLICY

Point Loma Nazarene University, as a non-profit educational institution, is entitled by law to use materials protected by the US Copyright Act for classroom education. Any use of those materials outside the class may violate the law.

PLNU Recording Notification

To enhance the learning experience, please be advised that this course may be recorded by the professor for educational purposes, and access to these recordings will be limited to enrolled students and authorized personnel.

Note that all recordings are subject to copyright protection. Any unauthorized distribution or publication of these recordings without written approval from the University (refer to the Dean) is strictly prohibited.

PLNU ACADEMIC HONESTY POLICY

Students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. Academic dishonesty is the act of presenting information, ideas, and/or concepts as one's own when they are the results of another person's creativity and effort. A faculty member who believes a situation involving academic dishonesty has been detected may assign a failing grade for that assignment or examination, or, depending on the seriousness of the offense, for the course. Faculty should follow and students may appeal using the procedure in the university Catalog.

See [Academic Policies](#) for definitions of kinds of academic dishonesty and for further policy information.

PLNU ACADEMIC ACCOMMODATIONS POLICY

PLNU is committed to providing equal opportunity for participation in all its programs, services, and activities in accordance with the Americans with Disabilities Act (ADA). Students with disabilities may request course-related accommodations by contacting the Educational Access Center (EAC), located in the Bond Academic Center, by email or phone at 619-849-2533. Once a student's eligibility for an accommodation has been determined, the EAC will work with the student to create an Accommodation Plan (AP) that outlines approved accommodations. Professors are able to view a student's approved accommodations through Accommodate.

Rev. 05.2026 Page 8 of 2 PLNU highly recommends that students speak with their professors during the first two weeks of each semester/term about the implementation of their approved accommodations in that particular course. Accommodations are not retroactive; as such, clarifying with the professor at the outset is one of the best ways to promote positive academic outcomes.

Students who need accommodations for a disability-related need should contact the EAC as early as possible (i.e., ideally before the beginning of the semester) to assure appropriate accommodations can be provided. In accordance with ADA, accommodations cannot constitute a fundamental alteration to course outcomes; therefore, planning ahead is vital in establishing appropriate accommodations for equal access to this course. It is the student's responsibility to make the first contact with the EAC. Students cannot assume that because they had accommodations in the past, their eligibility at PLNU is automatic. All determinations at PLNU must go through the EAC eligibility process. This is to protect the privacy of students with disabilities who may not want to disclose this information and are not asking for any accommodations.

PLNU ATTENDANCE AND PARTICIPATION POLICY

Regular and punctual attendance at all class sessions is considered essential to optimum academic achievement. If the student is absent for more than 10 percent of class sessions, the faculty member will issue a written warning of de-enrollment. If the absences exceed 20 percent, the student may be de-enrolled without notice until the university drop date or, after that date, receive an "F" grade.

USE OF TECHNOLOGY

In order to be successful in your course, you'll need to meet the minimum technology and system requirements; please refer to the [Technology and System Requirements](#) information. Additionally, students are required to have headphone speakers, microphone, or webcams compatible with their computer available to use for any online or hybrid classes. Please note that any course with online proctored exams requires a computer with a camera (tablets are not compatible) to complete exams online.

Problems with technology do not relieve you of the responsibility of participating, turning in your assignments, or completing your class work.

CLASS SESSION	CLASS CONTENT/READINGS	ASSIGNMENTS DUE DATE
WEEK 1		
August 31	Stukent Market Research Essentials Chapter 1 The Purpose of Market/Marketing Research	Submit Your Personal Brand Story
September 2	Lab Day	Form Research Teams
Week 2		
September 7	No Class (Labor Day)	HW#1-Research Methods September 12
September 9	Stukent Market Research Essentials Chapter 2-Defining the Research Objective Chapter One Quiz	
WEEK 3		
September 14	Stukent Market Research Essentials Chapter 3 and 4-Secondary Research	Submit Team Business Idea, Team Research Objective and Research Questions, September 19 at 5:00
September 16	Chapter 2, 3 and 4 Quiz Lab Day	HW#2 Geodemographic Segmentation with PRIZM by the end of the day on Sunday, September 20.
WEEK 4		
September 21	Stukent Market Research Essentials Chapter 5-Qualitative Research	Submit Individual Secondary Research Summary. September 27 at 5:00
September 23	Chapter 5 Quiz AI and Research with Kirsty Nunez, President and Chief Research Strategies at Q2 Insights, Inc.	
WEEK 5		
September 28	Stukent Market Research Essentials Chapter 6 -Survey Development and Distribution	Submit Team Research Method Proposal, October 4 at 5:00
September 30	Chapter 6 Quiz Lab Day	

WEEK 6		
October 5	Stukent Market Research Essentials Chapters 8 -Sampling Techniques No Chapter Quiz this week	Complete the CITI IRB Training by October 9
October 7		Submit Team Draft of Instruments: Survey /Interview/Focus Group script and Invitations, October 11 at 5:00
WEEK 7		
October 12	Stukent Market Research Essentials Chapter 10 -Data Analysis (Descriptive)	Submit IRB proposal for approval, October 18 at 5:00
October 14		
WEEK 8		
October 19	Guest Speakers- Professor Katie Lechner , Former User Research Leader at Walmart International and Brian Lechner , Consumer Insights and Senior Director/Category Leadership at Premier Nutrition	
October 21		
WEEK 9		
October 26	Stukent Market Research Essentials Chapter 11 -Data Analysis (Inferential)	Launch Study
October 28		
WEEK 10		
November 2	MAB Personal Brand Session	
November 4		
WEEK 11		
November 9	Research Method Critique Exam	Complete Data Collection
November 11		
WEEK 12		
November 16	Marketing Analytics Overview Marketing Analytics Experience	

November 18	Lab Day	
WEEK 13		
November 23	Stukent Market Research Essentials Chapter 12-Communicating Results Group Session for Data Analytics	
Thanksgiving Break November 25	No Class	
WEEK 14		
November 30	Guest Speaker and Lab- Cooper Walters , Owner and Lead Digital Marketing Strategies at Bold Group Marketing	
December 2	Lab Day	
WEEK 15		
December 7	Lab Day	Submit Draft of Research Report, December 7 at 5:00
December 9	Lab Day	Submit Final Research Report, Friday, December 11 at 5:00
WEEK 16		
FINAL PRESENTATIONS-During the final period Monday, December 14 from 1:30-4:00 Submit Peer Review by December 15 at 11:59		