

Spring 2020

Meeting days: Monday	Instructor: Diane Law, MBA, MSA
Meeting times: 9:30 am – 12:15 pm	Phone: (408) 472-7085
Meeting location: MV 316	E-mail : dianelaw@pointloma.edu
Final Exam: April 27 th	Office location and hours: Before and after class. Scheduled as needed with students.
Additional info: MBA Assistant Director: Carol Cho (619) 849-2772 ccho@pointloma.edu	

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 becomes an expression of faith. Being of Wesleyan heritage, we aspire to be a learning community where grace is foundational, truth is pursued, and holiness is a way of life.

COURSE DESCRIPTION

This course provides the skills and tools needed to understand, evaluate and design a research method to conduct studies/use data that will inform managerial decisions in the workplace. Students will learn the process of developing a research method designed to achieve specific research objectives, and then create a method, using appropriate data collection and data analysis (quantitative, qualitative and mixed analysis). Topics include the use of secondary and primary research, Customer Relationship Management databases, Big Data, Social Media Listening and Analytics as these topics apply to the decision-making research process.

COURSE OBJECTIVES & LEARNING OUTCOMES

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

1. Identify the processes and issues associated with research problem definition, research design, question, scale and survey design, sample design, data collection, data analysis, and writing and presenting research methodology (PLO 1 & 6).
2. Determine an appropriate research methodology to achieve specific research objectives that includes quantitative and qualitative data collection/analysis techniques (PLO 3).
3. Analyze research projects to determine the appropriateness of methods (PLO 2).
4. Interpret the appropriate use of emerging business research methods (PLO 3).
5. Collaborate with a team to present current topics (PLO 6 & 7).

COURSE CREDIT HOUR INFORMATION

In the interest of providing sufficient time to accomplish the stated Course Learning Outcomes, this class meets the PLNU credit hour policy for a 3-unit class delivered over 14 weeks.

REQUIRED TEXTS AND RECOMMENDED STUDY RESOURCES

- Anne E. Beall, 2010. Available in campus bookstore or at Amazon: https://www.amazon.com/Strategic-Market-Research-Conducting-Businesses/dp/1936236168/ref=sr_1_1?ie=UTF8&qid=1511747399&sr=8-1&keywords=Strategic+Market+Research
- *The Market Research Toolbox: A Concise Guide for Beginners*, 4th Edition. Edward F. McQuarrie, Sage Publications, 2016. ISBN: 978-1-4522-9158-1. Available at campus bookstore or at Amazon: https://www.amazon.com/Market-Research-Toolbox-Concise-Beginners/dp/1452291586/ref=sr_1_1?s=books&ie=UTF8&qid=1511747700&sr=1-1&keywords=The+Market+Research+Toolbox
- Recommended Resource: *The Survey Research Handbook*, 3rd Edition. Pamela L. Alreck and Robert B. Settle. McGraw-Hill/Irwin. ISBN: 0-07-294548-6. Available at Amazon: https://www.amazon.com/Survey-Research-Handbook-Third/dp/0072945486/ref=sr_1_1?s=books&ie=UTF8&qid=1511747893&sr=1-1&keywords=the+survey+research+handbook

STATE AUTHORIZATION

State authorization is a formal determination by a state that Point Loma Nazarene University is approved to conduct activities regulated by that state. In certain states outside California, Point Loma Nazarene University is not authorized to enroll online (distance education) students. If a student moves to another state after admission to the program and/or enrollment in an online course, continuation within the program and/or course will depend on whether Point Loma Nazarene University is authorized to offer distance education courses in that state. It is the

student's responsibility to notify the institution of any change in his or her physical location. Refer to the map using the below link to view which states allow online (distance education) outside of California.

<https://www.pointloma.edu/offices/office-institutional-effectiveness-research/disclosures>

PLNU ATTENDANCE AND PARTICIPATION POLICY

Regular and punctual attendance at all classes is considered essential to optimum academic achievement. If the student is absent from more than 10 percent of class meetings, the faculty member can file a written report which may result in 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 the appropriate grade for their work and participation. See [Academic Policies](#) in the Graduate and Professional Studies Catalog for additional detail.

CLASSROOM ETIQUETTE

Class will begin promptly at 5:30 PM. All students are expected to be in class and ready to begin class at 5:30 pm. If you are late due to an emergency, please email/text the professor prior to class. While in the classroom, diverse perspectives are welcomed and encouraged; and everyone is to be treated with respect and kindness.

Cell phones should be put away during class unless they are being used for research during a class assignment. All students are to remain in the classroom during class. Do not walk out of the classroom at any time during the class unless it is a medical emergency. All students must ask permission from the professor prior to leaving class. Laptops are not to be used for non-related class activities. While laptops may enhance the learning experience, they can also be disruptive to the learning experienced when used for non-related class activities during class.

ASSESSMENT AND GRADING

ASSIGNMENTS	POINTS	GRADE SCALE
Pre-requisite Leveling Module	50	A=93-100%
Emerging Trends Assignment		A-=92-90%
• Content	100	B+=87-89%
• Team Presentation	25	B=83-86%
• Personal Presentation	25	B-=80-82%
Applied Research Methodology Project		C+=77-79%
1. Applied Research Methodology Overview	50	C=73-76%
2. Secondary Research Summary	50	C-=70-72%
3. Data Collection Process	50	D+=67-69%
4. Instrumentation/Questionnaire	50	D=63-66%
5. Data Analysis/Statistical Selection/Interpretation	50	D-=60-62%
6. Written Research Project Report	150	F=0-59%

Marketing Analytics Assignments	100	
Attendance/Participation (100 pts.)	100	
Final Exam	200	
Total	1,000	

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. Incompletes will only be assigned in extremely unusual circumstances.

FINAL EXAMINATION POLICY

Successful completion of this class requires taking the final examination **on its scheduled day**. No requests for early examinations or alternative days will be approved.

SPIRITUAL CARE

PLNU Mission Valley:

PLNU strives to be a place where you grow as whole persons. To this end we provide resources for our graduate students to encounter God and grow in their Christian faith. At the Mission Valley campus, we have an onsite chaplain who is available during class break times across the week. If students have questions, a desire to meet with the chaplain or have prayer requests you can send an email to gradchaplainmissionvalley@pointloma.edu. In addition, there are resources for your Christian faith journey available at <http://www.pointloma.edu/experience/faith/graduate-student-spiritual-life>

PLNU ACADEMIC HONESTY POLICY

Students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. As explained in the university catalog, academic dishonesty is the act of presenting information, ideas, and/or concepts as one's own when in reality they are the results of another person's creativity and effort. Violations of university academic honesty include cheating, plagiarism, falsification, aiding the academic dishonesty of others, or malicious misuse of university resources. A faculty member who believes a situation involving academic dishonesty has been detected may assign a failing grade for a) that particular assignment or examination, and/or b) the course following the procedure in the university catalog. Students may appeal also using the procedure in the university catalog. See [Academic Policies](#) in the Graduate and Professional Studies Catalog for definitions of kinds of academic dishonesty and for further policy information.

ACADEMIC ACCOMMODATIONS

While all students are expected to meet the minimum standards for completion of this course as established by the instructor, students with disabilities may require academic adjustments, modifications or auxiliary aids/services. At Point Loma Nazarene University (PLNU), these students are requested to register with the Disability Resource Center (DRC), located in the Bond Academic Center. (DRC@pointloma.edu or 619-849-2486). The DRC's policies and procedures for assisting such students in the development of an appropriate academic adjustment plan (AP) allows PLNU to comply with Section 504 of the Rehabilitation Act and the Americans with Disabilities Act. Section 504 (a) prohibits discrimination against students with special needs and guarantees all qualified student's equal access to and benefits of PLNU programs and activities. After the student files the required documentation, the DRC, in conjunction with the student, will develop an AP to meet that student's specific learning needs. The DRC will thereafter email the student's AP to all faculty who teach courses in which the student is enrolled each semester. The AP must be implemented in all such courses.

If students do not wish to avail themselves of some or all of the elements of their AP in a particular course, it is the responsibility of those students to notify their professor in that course. PLNU highly recommends that DRC students speak with their professors during the first two weeks of each semester about the applicability of their AP in that particular course and/or if they do not desire to take advantage of some or all of the elements of their AP in that course.

FERPA Policy

In compliance with federal law, neither PLNU student ID nor social security number should be used in publicly posted grades or returned sets of assignments without student written permission. This class will meet the federal requirements by (Note: each faculty member should choose one strategy to use: distributing all grades and papers individually; requesting and filing written student permission; or assigning each student a unique class ID number not identifiable on the alphabetic roster). Also, in compliance with FERPA, you will be the only person given information about your progress in this class unless you have designated others to receive it in the "Information Release" section of the student portal. See [Policy Statements](#) in the (undergrad/ graduate as appropriate) academic catalog.

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 ATTENDANCE AND PARTICIPATION POLICY

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percent, the student may be de-enrolled without notice until the university drop date or, after that date, receive the appropriate grade for their work and participation. See [Academic Policies](#) in the Graduate and Professional Studies Catalog for additional detail.

CLASSROOM ETIQUETTE

In the classroom, we will treat each other with respect and kindness. Diverse perspectives are welcomed and encouraged. Cell phones should not be used in the classroom. Laptops should not be used for non-related class activities. While laptops can enhance the learning experience, they can be very disruptive to the learning environment when used inappropriately.

COURSE SCHEDULE AND ASSIGNMENTS

	Topics	Reading	Weekly Activities/Assignments	Emerging Trends
1/13	Introduction to the course	SMR-Chapter 1	Select Emerging Trend Topics and Teams	
1/24	Planning the Research Project	SMR-Chapters 2 &3 MRT-Part 1 (Chapter 1 &2)	Establishing an understanding of the Applied Research Project	
1/27	Where to start?	SMR-Chapters 4-6		Social Media Listening
2/3	Secondary Research	MRT- Chapter 3	Background of situation. Define the research problem. Define the research objectives. Due February 3 rd .	Sensors/IoT
2/10	Qualitative Research Methods	MRT-Chapter 4 - 7		Big Data
2/17	Quantitative Research Methods	SMR 7, MRT- Chapters 9-10	Submit secondary research findings for your project. Due February 17 th	ChatBots
2/24	Qualitative Analysis		Define data collection methods. Due February 24 th	MicroTargeting
3/2	Quantitative Analysis	SMR 8-9	Complete survey/ interview/ focus group script and supporting materials. Due March 2 nd	Neuro-Linguistic Programming
3/9	Co-Curricular Week			

3/16	Quantitative Analysis	MRT- Chapters 12, 14, 16 SMR 10		Predictive Analytics
3/23	Applied Research Methodology Sharing		Be prepared to share your research objective and an overview of your proposed methodology. Define appropriate forms of data analysis. Due March 23 rd	Artificial Intelligence
3/30	Marketing Analytics Introduction to Tableau	Introduction to Marketing Analytics		Automation in Research
4/6	Marketing Analytics		In-Class Analytics Exercises	Biometrics in Research
4/13	Marketing Analytics	Introduction to Tableau		
4/20	Marketing Analytics		Introduction to Tableau Desktop Course – Activity 1, 2, 3	
4/27	Final Exam			

ASSIGNMENTS

Course Assignments

1. Foundations of Quantitative Research Techniques and Statistics Leveling Exam

You are required to take the Foundations of Quantitative Research Techniques and Statistics course pre-requisite leveling module. The time to complete the module is estimated at 6 to 9 hours, depending on your previous exposure to the subject.

An MBA program staff member has sent registration and completion instructions to your PLNU e-mail. If you have not received these instructions, please notify the professor immediately to avoid late completion penalties.

To successfully complete the module, you must earn a minimum score of 80% on the module post-test. You are allowed to attempt the post-test twice. If you have not achieved a passing score (80%) after two attempts, you will be required to purchase a new module for \$35.00 and continue attempts until a passing score is achieved.

This module is worth 5% of your total course grade. Extra credit is available if you complete the module early. Similarly, earned credit will be reduced according to the timeline given in the table below:

Completion Time	% Grade Earned	Incentive
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1 week before first class meeting (Jan 6 th)	7%	Early Reward
1 st class meeting (Jan 13 th)	6%	Early Reward
2 nd class meeting (Jan 24 th)	5%	Full Credit
3 rd class meeting (Jan 27 th)	3%	Late Penalty

The percentage earned on the leveling module post-test will be translated into points in conjunction with the extra credit and late penalty percentages as specified in the table below:

POINTS TABLE

Based off 5% of course being equivalent to 50 points – adjust as needed based on actual points, etc.

** It is up to the faculty member as to how many points equates to 5% of the total course grade; however, this must represent 5% of the total grade.*

Post-test Percentage	Points Earned if completed by January 6	Points Earned if completed by January 13	Points Earned if completed by January 24	Points Earned if completed by January 27
95.00-100	70	60	50	30
90.00-94.99	63	54	45	27
85.00-89.99	56	48	40	24
80.00-84.99	49	42	35	21
<80.00	0	0	0	0

2. Applied Research Methodology

The student will develop a comprehensive research methodology designed to achieve specific work-place outcomes. **The actual research will not be conducted.** A written comprehensive research method will be submitted.

The following items must be included in the proposal.

1. Title Page
2. Table of Contents
3. Background leading to the need for research
4. Research objectives
5. Secondary research review

6. Explanation of the various forms of data collection (quantitative, qualitative, big data, etc.)
7. Step-by-step summary of data collection process
 - i. Population determination
 - ii. Sample Frame
 - iii. Sampling
 - iv. Survey/Interview/Focus group design
 - v. Questionnaire development
 - vi. Cover letter/email and support material development
 - vii. Data analysis and statistical selection/interpretation
 - viii. Demonstration of how the method will answer the research questions

3. Emerging Trends in Business Research Project

Teams of students will develop a lesson plan based on a current topic in marketing research. For each of the following topics, define the application to business research and build your presentation to draw a conclusion relative to the prompt associated with each topic. Have fun teaching us.

Emerging Trends Topics:

- **Social Media Listening**
- **Sensors IoT**
- **Big Data**
- **Chatbots**
- **Microtargeting**
- **Neuro-Linguistic Programming**
- **Predictive Analytics**
- **Artificial Intelligence**
- **Automation in Research**
- **Biometrics in Market Research**

Emerging Trends in Research Project Guidelines:

For this assignment, **become the expert on the selected topic**. Write a paper (3-full page minimum plus a title page and reference page) and develop a presentation on your topic.

Make sure the following aspects are included in your paper and presentation:

1. Define the topic and relate it to the overall course content.
2. Include a real-world and/or current topic aspect of the topic. For example, has the subject been in the news recently? Are any companies doing an exemplary work in this area? Are there any outstanding resources to share?
3. Define the application of this trend to market research. How does it affect and benefit market research?

4. Detail any possible ethical issues.
5. Include a short video on the topic.
6. Build the case and draw a conclusion relative to the use of the topic in market research.
7. The presentation should take students approximately 15 minutes to present in class plus a time of conversation. We will limit our time to 30 minutes.
8. You must include two discussion questions for class discussion.
9. The content of the paper and the presentation will be assessed. Additionally, the team presentation and then each individual performance in the presentation will be graded.
10. Post both the paper and presentation to Canvas.
11. Paper must be double-spaced and follow APA Guidelines

4. Marketing Analytics

Complete the Introduction to Tableau Desktop Course Module using the Tableau Software. Submit your results from activity 1, 2, & 3 in the course in a word document to Canvas.

5. Final Exam

There will be an open note exam to allow you to demonstrate understanding of course material. The exam will be essay/case analysis in nature.

6. Class Activities

Class attendance will be important because we will engage in many in-class experiences. Class will be designed to experience research issues, evaluate studies and design appropriate methodologies/analysis. These activities cannot be made-up unless there is permission to miss the class that is granted prior to the class session or in light of an emergency.