



Fermanian School of Business
Point Loma Nazarene University
MKT 4032: Marketing Research and Analytics
Number of Units: 3

Fall 2020

Meeting days: Tuesday/Thursday	Instructor: Professor Diane Law
Meeting times: 11:00 am – 12:15 pm	Phone: (408) 472-7085
Meeting location: Online	E-mail: dlaw@pointloma.edu
Final Exam: December 1 Online	Office location and hours: FSB 133 - By appointment
Additional info:	Additional info:

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 to support data-driven marketing decisions. Topics include qualitative and quantitative research methods, data sources and collection methods to gain insights, interpret data and convert data into marketing decisions. Students will learn to evaluate different analytics approaches and will gain hands-on practice gathering and analyzing digital data sets containing both structured and unstructured data.

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 methodology (PLO 1 & G1).
2. Design an appropriate research methodology to achieve specific research objectives that includes quantitative and qualitative data collection/analysis techniques. (PLO 2 & G1).
3. Evaluate research projects to determine the appropriateness of research methods and Analysis (PLO G2).
4. Demonstrate an understanding of the processes and techniques of marketing data collection, data analysis and data visualization. (PLO 2 & G1).
5. Assess emerging business research methods (PLO G1).

MARKETING PROGRAM FRAMEWORK

The Marketing Advisory Board (MAB) informs the Point Loma Nazarene marketing program. This group of local marketing professionals are active with the professor to shape this course. To be proficient in marketing, you need to demonstrate capabilities in the following areas. This course will give you exposure to most of the steps in this process.

- Identify a market(s)
- Create insights from the applicable market(s)
- Build a strategy
- Execute
- Measure

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 16 weeks. Specific details about how the class meets the credit hour requirement can be provided upon request.

REQUIRED TEXTS AND RECOMMENDED STUDY RESOURCES

- **Stukent eBook:** Market Research Essentials. Author: Steven Stromp
- **Stukent eBook:** Marketing Analytics. Author: Brennan Davis

Both books are available online through Stukent. Use the following link to order the Stukent Textbooks: <https://home.stukent.com/join/D5B-05F>

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>

ATTENDANCE POLICY

Regular and punctual attendance at all **synchronous** class sessions is considered essential to optimum academic achievement. If the student is absent for more than 10 percent of class sessions (virtual or face-to-face), 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 the appropriate grade for their work and participation. In some courses, a portion of the credit hour content will be delivered **asynchronously**, and attendance will be determined by submitting the assignments by the posted due dates. See Academic Policies in the Academic Catalog. If absences exceed these limits but are due to university excused health issues, an exception will be granted.

Asynchronous Attendance/Participation Definition

A day of attendance in asynchronous content is determined as contributing a substantive note, assignment, discussion, or submission by the posted due date. Failure to meet these standards will result in an absence for that day. Instructors will determine how many asynchronous attendance days are required each week.

PLNU ACADEMIC HONESTY

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 in reality 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 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 ACADEMIC ACCOMMODATIONS POLICY

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 students' 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 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.

USE OF TECHNOLOGY

In order to be successful in the online environment, 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 compatible with their computer available to use. If a student is in need of technological resources please contact student-tech-request@pointloma.edu. Problems with technology do not relieve you of the responsibility of participating, turning in your assignments, or completing your class work.

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.

INCOMPLETES AND LATE ASSIGNMENTS

All assignments are to be submitted/turned-in and posted in Canvas by the due date. Incompletes will only be assigned in extremely unusual circumstances.

ASSESSMENT AND GRADING

ASSIGNMENTS	POINTS	GRADE SCALE
Emerging Trends Presentation	60	A=93-100% A-=92-90%
Research Objective, Secondary Research, Survey Development, Data Analysis (4 assignments @ 75 points each)	300	B+=87-89% B=83-86% B-=80-82% C+=77-79% C=73-76%
Marketing Analytics Assignments: Summarizing Marketing Data, A/B Testing, Data Visualization (3 assignments @ 80 points each)	240	C-=70-72% D+=67-69% D=63-66% D-=60-62%
Discussions (2 @ 10 pts.; 12@15 pts.)	200	F=0-59%

Final Exam	200	
TOTAL	1,000	

COURSE SCHEDULE AND ASSIGNMENTS

Discussions (2 @ 10 pts. each; 12 @ 15 pts. each)

Trends in Market Research Presentation (60 pts.)

Market Research Project (4 @ 75 pts.)

- Define the Research Objective
- Secondary Research Assignment
- Instrumentation Development
- Data Analysis

Marketing Analytics Assignments (3 @ 80 pts.)

- Summarizing Marketing Data
- Design an A/B Test
- Data Visualization

Final Exam (200 points)

SESSION/DAY/DATE	CLASS CONTENT/READINGS	ASSIGNMENTS
WEEK 1		
Week of August 17 th	Introductions; Ice Breaker Exercise Review of course content, assignments, grading, etc. Stukent Market Research Essentials Chapter 1 The Purpose of Market Research	Discussion: Your personal introduction
Week 2		
Week of August 24 th	Stukent Market Research Essentials Chapter 2 <ul style="list-style-type: none"> • Defining the Research Objective 	Discussion: The Value of Market Research
WEEK 3		
Week of August 31 st	Stukent Market Research Essentials Chapter 3 <ul style="list-style-type: none"> • Secondary Research 	Gathering Data: Marketing Automation Group Presentation & Discussion Define the Research Objective Assignment

WEEK 4		
Week of September 7th	Stukent Market Research Essentials Chapter 4 <ul style="list-style-type: none"> ▪ Qualitative Research 	Gathering Data: Social Media Listening Group Presentation & Discussion
WEEK 5		
Week of September 14th	Stukent Market Research Essentials Chapter 4 <ul style="list-style-type: none"> • Quantitative Research 	Gathering Data: Sensors Group Presentation & Discussion Secondary Research Assignment
WEEK 6		
Week of September 21st	Stukent Market Research Essentials Chapter 5 & 7 <ul style="list-style-type: none"> • Survey Development 	Gathering Data: Mobile Surveys/Ethnography Group Presentation & Discussion
WEEK 7		
Week of September 28th	Stukent Market Research Essentials Chapter 6 <ul style="list-style-type: none"> • Sampling Techniques 	Gathering Data: Biometrics Group Presentation & Discussion Instrumentation Development Assignment
WEEK 8		
Week of October 5th	Stukent Market Research Essentials Chapter 8 <ul style="list-style-type: none"> • Data Analysis 	Analyzing Data: Data Integration Group Presentation & Discussion
WEEK 9		
Week of October 12th	Stukent Market Research Essentials Chapter 9 <ul style="list-style-type: none"> • Communicating Results 	Analyzing Data: Artificial Intelligence/Machine Learning Group Presentation & Discussion Data Analysis Assignment
WEEK 10		
Week of October 19th	Stukent Marketing Analytics Chapters 1 & 2 <ul style="list-style-type: none"> • Overview of Marketing Analytics • Foundational Marketing Analytics 	Analyzing Data: Micro-Data Group Presentation & Discussion Using Excel to Analyze Marketing Data

WEEK 11		
Week of October 26 th	Stukent Marketing Analytics Chapters 6 <ul style="list-style-type: none"> Extracting Meaning from Data on the Web 	Analyzing Data: Predictive Analytics Group Presentation & Discussion
WEEK 12		
Week of November 2 nd	Stukent Marketing Analytics Chapters 7 <ul style="list-style-type: none"> The Analytics of Segmentation, Targeting and Positioning 	Decision-Making: Big Data Group Presentation & Discussion A/B Testing Assignment
WEEK 13		
Week of November 9 th	Stukent Marketing Analytics Chapters 8 & 13 <ul style="list-style-type: none"> A/B Testing Analyzing the Results of A/B Tests 	
WEEK 14		
Week of November 16 th	Stukent Marketing Analytics Chapters 11 & 12 <ul style="list-style-type: none"> Data Visualization Marketing Analytics Metrics 	Data Visualization Assignment
WEEK 15		
Week of November 23 rd	<ul style="list-style-type: none"> Course Review 	
WEEK 16		
FINAL EXAM Week of November 30 th		