

Fall 2021

Meeting days: Monday/Wednesday	Instructor: Mary Beth McCabe, DBA
Meeting times: 8:00-9:15am	Phone: 858 488 2867
Meeting location: FSB 101	E-mail: mmccabe@pointloma.edu
Final Exam: Dec 15, 7:30-10am	Office location and hours: FSB 136-By appointment

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

REQUIRED TEXTS AND RECOMMENDED STUDY RESOURCES

Required Textbooks:

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/9A2-4A9>

ASSESSMENT AND GRADING

ASSIGNMENTS	POINTS	GRADE SCALE
Trends in Market Research Presentation (Group)	60	A=93-100% A-=92-90% B+=87-89% B=83-86% B-=80-82% C+=77-79% C=73-76% C-=70-72% D+=67-69% D=63-66% D-=60-62% F=0-59%
Marketing Research Projects: Research Objective, Secondary Research, Survey Development, Data Analysis, (4 assignments @75 points each)	300	
Marketing Analytics Assignments: Summarizing Marketing Data, A/B testing, Data Visualization (3 assignments @80 points each)	240	
Final Exam	300	
Attendance/Participation (100 pts. total)	100	
TOTAL	1,000	

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.

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 the [Office of Spiritual Development](#)

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 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 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 ACADEMIC ACCOMMODATIONS POLICY

PLNU is committed to providing equal opportunity for participation in all its programs, services, and activities. Students with disabilities may request course-related accommodations by contacting the Educational Access Center (EAC), located in the Bond Academic Center (EAC@pointloma.edu or 619-849-2486). Once a student's eligibility for an accommodation has been determined, the EAC will issue an academic accommodation plan ("AP") to all faculty who teach courses in which the student is enrolled each semester.

PLNU highly recommends that students speak with their professors during the first two weeks of each semester/term about the implementation of their AP in that particular course and/or if they do not wish to utilize some or all of the elements of their AP in that course.

Students who need accommodations for a disability should contact the EAC as early as possible (i.e., ideally before the beginning of the semester) to assure appropriate accommodations can be provided. It is the student's responsibility to make the first contact with the EAC.

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 the appropriate grade for their work and participation.

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 require 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 classwork online.

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.

COURSE SCHEDULE AND ASSIGNMENTS

Course Assignments

1. Market Research Project Assignment (Define, Secondary, Instrument, Analysis)

- Locate scholarly secondary information sources that are related the research study.
- What did you learn from the secondary research? How does it relate to the research study?
- Explain the connection between the secondary sources and the research study. What information found in the secondary research supports your research study.
- What did you learn from the secondary research?
- This assignment is to translate “what you need to find out” and “how are you going to collect the data”.
- Describe what research method (qualitative/quantitative) will be used in the research study. Why is this the best method to collect the data?
- Describe how you are going to collect the data (observation, interviews, focus groups, surveys, etc.).
- Explain the “type of data” (nominal, ordinal, interval, ratio (quantitative) or words, non-verbal, observations etc. (for qualitative)
- Define the Hypothesis that you want to test. (Null and Alternative Hypothesis)
- If quantitative, what statistic will you use to analyze the data.
- *Assignment length: Minimum of 3 pages plus a cover and reference page.*
- **Grade: 75 points for each section/300**

2. Marketing Analytics Assignment

- **Summarizing Marketing Data**
- **Design an A/B test**
- **Data Visualization**
- *Assignment length: Minimum of 4 pages plus a cover and reference page.*
- **Grade: 80 points for each section/240**

3. Trends in Market Research

- Develop a presentation to be given in class (no more than 10 slides)
 1. Describe the trend, include examples.
 2. Define the application of this trend to market research. How does it affect and benefit market research?
 3. Draw a conclusion relative to the question prompt for each topic.
 - Include at least 2 discussion questions for the class and include references
 - **Grade: 60 points**
 4. Post the presentation to Canvas

Note:

- Each assignment must be professionally written.
- Each assignment must contain a title page with the student name or if a group assignment the names of all group members, the title of the assignment and the date.
- Format – word (.doc) document
- Save the document using the following naming scheme: **Team Name_Deliverable**
- All assignments must be double-spaced and follow APA Guidelines.

DATE PRESENTED	CLASS CONTENT/READINGS	ASSIGNMENTS DUE DATE
WEEK 1		
August 31 and Sept 1	Introductions; Ice Breaker Exercise Review of course content, assignments, grading, etc. Stukent Market Research Essentials Chapter 1 The Purpose of Marketing Research	Discussion: Your personal introduction
Week 2		
September 8	Stukent Market Research Essentials Chapter 2 <ul style="list-style-type: none"> • Defining the Research Objective 	Discussion: The Value of Market Research
WEEK 3		
September 13 & 15	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		
September 20 & 22	Stukent Market Research Essentials Chapter 4	Gathering Data: Social Media Listening Group

	<ul style="list-style-type: none"> Qualitative Research Guest Speaker:	Presentation & Discussion
WEEK 5		
September 27 & 29	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		
October 4 & 6	Stukent Market Research Essentials Chapters 5 & 7 <ul style="list-style-type: none"> Survey Development Case Study: International Tourism Management Institute (ITMI) 	Gathering Data: Mobile Surveys/Ethnography Group Presentation & Discussion
WEEK 7		
October 11 & 13	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		
October 18 & 20	Stukent Market Research Essentials Chapter 8, 9 <ul style="list-style-type: none"> Data Analysis (Descriptive and Inferential) 	Analyzing Data: Data Integration Group Presentation & Discussion
WEEK 9		
October 25 & 27	Stukent Market Research Essentials Chapter 10 <ul style="list-style-type: none"> Communicating Results 	Analyzing Data: Artificial Intelligence/Machine Learning Group Presentation & Discussion Data Analysis Assignment
WEEK 10		
November 1 & 3	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		
November 8 & 10	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		
November 15 & 17	Stukent Marketing Analytics Chapter 7 <ul style="list-style-type: none"> The Analytics of Segmentation, Targeting and Positioning 	Decision Making: Big Data Group Presentation & Discussion
WEEK 13		
November 22 & 24	Stukent Marketing Analytics Chapters 8 & 13 <ul style="list-style-type: none"> A/B Testing Analyzing the Results of A/B Tests 	A/B Testing Assignment
WEEK 14		
November 29 & December 1	Stukent Marketing Analytics Chapters 11 & 12 <ul style="list-style-type: none"> Data Visualization Marketing Analytics Metrics 	Data Visualization Assignment
WEEK 15		
December 6 & 8	<ul style="list-style-type: none"> Course Review 	
WEEK 16		
FINAL EXAM Wednesday, December 15 7:30 – 10:00 am		