



Fermanian School of Business
Point Loma Nazarene University
MKT 4032

Marketing Research and Analytics

Number of Units: 3

Fall 2023

Meeting days: Monday/Wednesday	Instructor: Michael D. Wiese, Ph.D.
Meeting times: 1:25-2:40	Phone: 765.425.0955
Meeting location: FSB 102	E-mail: mwiese@pointloma.edu
Final Exam: December 15, Friday from 10:30-1:00	Office location and hours: FSB 126 M: 9-1, 3-4 T&TH: 9-10, 3-4 F: 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 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).

2. Design an appropriate research methodology to achieve specific research objectives that includes quantitative and qualitative data collection/analysis techniques (PLO 2).

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)

5. Assess emerging business 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. Use the following link to order the text directly from Stukent. <https://home.stukent.com/join/368-460>

ACCESSING SOFTWARE

Students can access the following software through licenses.

Qualtrics: pointloma.qualtrics.com and then use your PLNU credentials

SPSS: Find access at view.pointloma.edu

ASSESSMENT AND GRADING

ASSIGNMENTS	POINTS	GRADE SCALE
Marketing Research Project:	450 total	5
Research Objective (Team)	25	
Secondary Research (Individual)	25	
Method Proposal (Team)	25	
Instrument Development (Team)	25	
Final report	150	
Presentation of Findings	100	
Peer Review/Participation	100	
In-class Assignments	100	
Quizzes	50	
Method Critique Exam	150	
Individual Method Exam	150	
TOTAL	900	

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.

COURSE ASSIGNMENTS AND SCHEDULE

Course Assignments

1. IRB Training: At least one student in 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. Marketing Research Project Competition: Each student will be assigned to a team of six persons. Each team will come up with a business idea with a broad target market of 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 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.

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 points
Research Project represents <u>accurate application</u> of the course material-50 points
Research Project is an engaging, professional and grammatically/correct document-25 points

3. To hold each person in research teams accountable, there will be an Individual Method Critique paper. 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.

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.

DATE PRESENTED	CLASS CONTENT/READINGS	ASSIGNMENTS DUE DATE
WEEK 1		
August 28 August 30	Introduction to Marketing Research Stukent Market Research Essentials Chapter 1 The Purpose of Market/Marketing Research	Submit "Getting to know you form" on Canvas Form Research Teams
Week 2		
No class on September 4 September 6	Stukent Market Research Essentials Chapter 2-Defining the Research Objective Chapter 1 Practice Quiz	
WEEK 3		
September 11 September 13	Stukent Market Research Essentials Chapter 3 and 4-Secondary Research-Guidance from a professional librarian Chapter 3 and 4 Quiz Lab Day	Submit Business Idea and Team Research Objective and Research Questions, September 15 at 5:00
WEEK 4		
September 18 September 20	Stukent Market Research Essentials Chapter 5-Qualitative Research Chapter 5 Quiz Lab Day	Submit Individual Secondary Research Summary. September 23 at 5:00
WEEK 5		
September 25	Stukent Market Research Essentials	

September 27	Chapter 6 & 7-Survey Development and Distribution Chapter 6 and 7 Quiz Lab Day	Submit Team Research Method Proposal, September 29 at 5:00
WEEK 6		
October 2 October 4	Stukent Market Research Essentials Chapters 8-Sampling Techniques Chapter 8 Quiz Lab Day	Complete the CITI IRB Training by October 6 Submit Team Draft of Instruments: Survey/Interview/Focus Group script and Invitations, October 7 at 5:00
WEEK 7		
October 9 October 11	Stukent Market Research Essentials Chapter 10-Data Analysis (Descriptive) Chapter 10 Quiz Data Analysis Lab	Submit IRB proposal for approval, October 13 at 5:00
WEEK 8		
October 16 October 18	Quest Speakers-Katie Lechner, Former Head of Core Search UXR at Google and Brian Lechner, Marketing Research and Strategy at Premier Protein Individual Method Exam	
WEEK 9		
October 23 October 25	Stukent Market Research Essentials Chapter 11-Data Analysis (Inferential) Data Analysis Lab	Launch Study
WEEK 10		
October 30 November 1	Guest Speaker-Tina Wilson, EVP and Global Head of Product, Technology & Operations, Nielsen Research Method Critique Exam	
WEEK 11		
November 6 November 8	Marketing Analytics Overview Marketing Analytics Experience	

		Complete Data Collection
WEEK 12		
November 13	Marketing Analytics Experience	
November 15	Lab Day	
WEEK 13		
November 20	Guest Speaker and Lab-Cooper Walters, Digital Marketing Specialist No Class	
Thanksgiving Break		
November 22		
WEEK 14		
November 27	Stukent Market Research Essentials Chapter 10-Communicating Results	Submit Draft of Research Report, December 1 at 5:00
November 29		
WEEK 15		
December 4	Lab Day	Submit Final Research Report, December 8 at 5:00
December 6	Lab Day	
WEEK 16		
FINAL PRESENTATIONS Friday, December 15 10:30-1:00 Submit Peer Review by Friday, December 15		

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.

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.

ARTIFICIAL INTELLIGENCE (AI) POLICY

You are allowed to use Artificial Intelligence (AI) tools (e.g, ChatGPT, iA Writer, Marmot, Botowski, etc.) in this course. Any work that utilizes AI-based tools must be clearly identified as such, including the specific tool(s) used. For example, if you use ChatGPT, you must cite ChatGPT including the version number, year, month and day of the query and the statement “Generated using OpenAI. <https://chat.openai.com/>”

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 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 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 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. The final examination schedule is posted on the [Class 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.

SEXUAL MISCONDUCT AND DISCRIMINATION

Point Loma Nazarene University faculty are committed to helping create a safe learning environment for all students. 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 help and support are available through the Title IX Office at pointloma.edu/Title-IX. Please be aware that under Title IX of the Education Amendments of 1972, it is 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 at counselingservices@pointloma.edu or find a list of campus pastors at pointloma.edu/title-ix.
