Fall 2024

Meeting days: Monday	**Instructor: Thea Copeland, MBA**
Meeting times: 6:00-8:45 pm	**Phone:** 760.653.6140
Meeting location: FSB 101	**E-mail:** tcopelan@pointloma.edu
Final Exam: December 16th, 2024 Monday from 7:30 to 9:30 pm	**Office location and hours:** Virtual - available upon request

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 AND RECOMMENDED STUDY RESOURCES

1. This course uses a digital textbook, *Market Research Essentials*, Author: Steven Stromp. Go to https://join.stukent.com/join/B75-EAB to purchase the online course and materials.
2. Microsoft Excel – Available through PLNU How to Access and Install MS Office 365.
3. Tableau Student Edition – Available through Tableau for Students.

ASSESSMENT AND GRADING

Activities and Point Distribution

Item	Qty.	Pts./Each	Total Points
Quizzes	10	10	100
Homework & In-Class Assignments	12	25	300
Participation	16	10	160
Market Research Simternship	7	20	140
Midterm Exam	1	150	150
Final Exam	1	150	150
Total			**1000**

Grading Scale

Points	Grade	Points	Grade
930-1000	A	730-769	C
900-929	A-	700-729	C-
870-899	B+	679-699	D+
830-869	B	630-669	D
800-829	B-	600-629	D-
770-799	C+	0-599	F

INCOMPLETES AND LATE ASSIGNMENTS

All assignments are to be submitted by the due date indicated in Canvas. Late assignments are not accepted. Late work will not be accepted for credit except the following University-sanctioned circumstances: illness (with doctor's note), death, university-sponsored field trip or activity, military obligation, religious holiday. There are no makeup quizzes or exams.

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

In order 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 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. For all student appeals, faculty and students should follow the procedures outlined 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 (EAC@pointloma.edu or 619-849-2486). 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 allowed accommodations. The EAC makes accommodations available to professors at the student's request.

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. Accommodations are not retroactive so 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 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. 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 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 special 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.

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 <u>one</u> 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.

COURSE SCHEDULE AND ASSIGNMENTS

Course Assignments

1. Simternship: You will learn to analyze requests for proposal to determine appropriate research methodologies and identify key findings from both secondary and primary research. You'll gain skills in creating moderators' guides and survey instruments, calculating sample sizes, and selecting sampling techniques. Additionally, you'll categorize open-ended survey responses, assess study limitations, choose suitable visuals for data presentation, and evaluate cross-tabulations to uncover segment differences.

2. 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.

3. Homework Assignments: At various points during the semester, homework assignments will be used to provide students with the opportunity to practice and build skills we will introduce and review in class.

4. Quizzes: There will be 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.

5. Exams: A mid-term and final exam will help determine if each student has a satisfactory understanding of course material. The process of learning during the semester is designed to prepare students for this exam.

DATE PRESENTED	CLASS CONTENT AND ASSIGNMENTS	ASSIGNMENT DUE DATE
WK1 - 9/2	**NO CLASS** – Labor Day Holiday Read Ch 1: The Purpose of Market/Marketing Research	9/1
WK2 - 9/9	Read Ch 2: Defining the Research Objective Ch 1 Practice Quiz	9/8
WK3 - 9/16	Read Ch 3 & 4: Primary & Secondary Research Ch 3 & 4 Quiz Simeternship Rounds 1, 2, 3	9/15
WK4 - 9/23	Read Ch 5: Qualitative Research Ch 5 Quiz Simternship Round 4	9/22
WK5 - 9/30	Read Ch 6 & 7: Quantitative Primary Research Design & Application Ch 6 & 7 Quiz Simeternship Rounds 5, 6, 7	9/29
WK6 - 10/7	Read Ch 8: Sampling Techniques Ch 8 Quiz Simetnership Round 8	10/6
WK7 - 10/14	Read Ch 9: Field Studies Ch 9 Quiz	10/13
WK8 - 10/21	Midterm	10/20
WK9 - 10/28	Marketing Analytics Experience	10/27
WK10 - 11/4	Read Ch 10: Descriptive Data Analysis Ch 10 Quiz Simternship Rounds 9, 10	11/3
WK11 - 11/11	Marketing Analytics Experience	11/10
WK12 - 11/18	Read Ch 11: Inferential Data Analysis Ch 11 Quiz Simternship Round 11	11/17
WK13 - 11/25	Marketing Analytics Experience	11/24
WK14 - 12/2	Read Ch 12: Communicating Results Ch 12 Quiz Simternship Round 12	12/1
WK15 - 12/9	Marketing Analytics Experience	12/8
WK16 - 12/16	Final Exam	12/15