SYLLABUS

BUS452: Market Research
Doane Lincoln Campus
Winter I Term, 2014
Tuesday Evenings (October 21 to December 16)
6:00 to 10:30 p.m.

INSTRUCTOR: Pete Poppert
pete.poppert@doane.edu
Cell and Text (402) 417-4329

TEXT: MR²
Brown, Thomas J. and Suter, Tracy
Publisher: South-Western Cengage Learning

NOTE ON TEXTBOOK: Information for the weekly assignments and participation activities will be taken directly from the textbook and in some instances; you will be required to use the textbook to answer certain questions. There will be assigned readings from the textbook as well.

INSTRUCTOR COMMENTS:
This course will introduce you to basic marketing research principles and concepts. I believe that the best way to learn any subject is through active class participation. I want you to bring your experiences and interests to class. I will provide some time either before or after each class to answer individual questions. The Doane College Blackboard (http://bb2.doane.edu) will be the major avenue of communication. All assignments, class notices and other information will be stored and transmitted via Blackboard. Begin checking this site regularly.

This is a 400 level class, and as such I expect the work to be challenging, but rewarding. I will do my best to be fair in my grading, but I will be demanding of your time and talents. Your assignments should be well organized and each answer thoughtfully and carefully prepared.

I will use class discussions of course material or articles of interest interspersed with the book materials to aid in your understanding. I don't believe in lecturing, I prefer an interactive class room. I will call on people to ask their opinions or thoughts. Some material covered in class may be controversial or offensive to some. Discussion of the topics is not intended to offend anyone or to represent a position, but rather to explore the reasoning behind these practices. We can learn a great deal by keeping an open mind.

You MUST use your Doane e-mail address for all communication for this course. All assignments must be submitted from your Doane e-mail address.

COURSE DESCRIPTION:
An examination of the methods and principles of investigation and analysis used by manufacturers and middlemen in solving problems of marketing policies, product markets, channels, sales effort, and advertising, which includes planning investigations; gathering, organizing, and interpreting data; and
presentation of findings. Prerequisite: BUS 215 and 251 or permission.

COURSE OBJECTIVES:
At the end of this course, the student will be capable of:
  • Understanding and expressing the vital role marketing research plays in business
  • Outlining the marketing research process
  • Effectively identifying and defining decision problems and translating them into research problems
  • Selecting, designing, and proposing the most appropriate research method for a given situation
  • Understanding and applying the latest data collection methods
  • Performing limited data analysis

EXPECTATIONS:
  • Complete all assignments, participation activities and readings;
  • Convey market research concepts orally in class and in writing on projects;
  • Participate in class discussions;
  • Attend every class;
  • Seek help and ask questions;
  • Enjoy learning more about market research.

GRADING:
8 Assignments—30 points each  240 points
7 Participation—30 points each  210 points
Total  450 points

MISSING GRADED MATERIAL:
  • 5 points will be deducted for each week and assignment is late.
  • To be excused from class, I must be notified by email by 4:00 the day of class.
  • Failure to notify will result in a 10 point deduction to your overall grade.
  • Class participation activities cannot be made up.

ATTENDANCE:
Attendance at all classes is required and expected. If you have an emergency and are unable to attend, please contact me no later than 3:00 p.m. on the day of class. Because there are only nine classes and there is a lot of material to cover, any Unexcused Absences will drop your point total by 50 points.

ACADEMIC INTEGRITY POLICY:
This policy requires that you immediately and cheerfully offer the benefit of your knowledge and skills to any fellow student who needs your help. If someone helps you, whether a fellow student, the author of a book/article, a family member, a pastor or priest, a coworker, a child, a pet, or anyone else, say that they helped you. That’s called citing a source. Always show respect for the ideas or words of others by giving them the credit. Failure to show respect will result in an “F”.