

**Georgia Southwestern State University**  
**Marketing Research**  
**MKTG- 4910 – Fall 2008**  
**Syllabus**

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INSTRUCTOR: Dr. Cecilia Maldonado  
DAYS/TIMES: MW 2:00 – 3:15pm BHP 207  
OFFICE: BHP 219 Tel. 229-931-2883.  
OFFICE HOURS: MWF 8-10am; MWF 1-2pm; and any other times by appointment.  
EMAIL ADDRESS: [cmt@canes.gsw.edu](mailto:cmt@canes.gsw.edu), [cmaldonado57@yahoo.com](mailto:cmaldonado57@yahoo.com), or our WebCT page  
TEXTBOOK: Marketing Research. Methodological Foundations  
Authors: Churchill and Iacobucci  
Thompson-Southwestern, 9<sup>th</sup> edition

***Prerequisites:***

BUSA 3050, MKTG 3800, and BUSA 2010

***Course Description***

A course to provide the student with a working knowledge of the principles and theory of business research applied specifically to the marketing environment. The course stresses both concepts and application.

***Methods of Learning***

A variety of techniques will be used to enhance your learning in this course. These include discussion, debates, activities, assignments and Internet research.

***Case analyses***

The cases analyses will be from the cases presented in the book at the end of each section. You need to choose 4 of those cases and submitted in writing during class time the due date. No cases will be accepted after the due date/time. You need to answer the questions applying the knowledge obtained during the semester.

***Course Evaluation***

You will have several opportunities to demonstrate your knowledge and understanding of the principles taught in this course.

		Grading Scale
Quizzes (6 x 50)	300 points	A=900 - 1,000 points
Final exam	200 points	B=800 - 899 point
		C=700 - 799 points
		D=600 - 699 point
		F=Below 600 points
Final project	300 points	
Cases (4 x 50)	200 points	
Total	<u>1,000 points</u>	

Your final grade for the course is based on the number of point you've earned during the semester:

## Tentative Course Schedules

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<i>Date</i>	<i>Subject</i>	<i>Assignment</i>
Aug 18-20	Chapters 1&2	
Aug 25-27	Chapters 3&4	
Aug 28-31		Quiz1 (1,2,3,4)
Sept. 1	No class	
Sep 3-10	Chapter5	Sep. 10 Case1 due
Sep 15-17	Chapter 6	
Sep. 19-21	^	Quiz2 (5,6)
Sep 22-24	Chapter 7	
Sep 29- Oct. 1	Chapter 8	
Oct. 3-5		Quiz3 (7,8)
Oct 6-8	Chapter 9	
Oct 13	No class	
Oct 16-22	Chapter 10	Oct. 15 Case2 due
Oct. 24-26		Quiz4 (9,10)
Oct 27-29	Chapter 11	
Oct 31 – Nov. 2		Quiz5 (11)
Nov 3-5	Chapter 12	Nov. 5 Case3 due
Nov 10-12	Chapter 13	
Nov 14-16		Quiz6 (12,13)
Nov17-Dec.3	Computer training on statistical packages. Group presentations	Nov 24 Case4 due Dec. 1 Final project due
Dec 6-9		Final exam (1-13)

### ***Group Projects***

The project will be based on the marketing plan of a local business. The selection of the business will be selected in consultation with the instructor. The project may be group project and will be prepared in groups of 2-3. The project will be presented in writing as well as orally at the end of the semester.

### ***Important ADA notice***

If you have a disability which will make it difficult for you to carry out the work and/or if you need special accommodation/assistance due to the disability, please contact the Student Support Services located in the first floor of Sanford Hall or by phone (229) 931-2294. Appropriate arrangements/accommodations can be arranged.

### ***Other Important Considerations***

There are some specific expectations from you, such as a good behavior in the classroom and no other activities are allowed during class time (no homework or other activities from other classes). Attendance is required. Academic dishonesty will receive an F as final grade plus other disciplinary action. You require to have access to a computer with Internet access and with basic software installed (MS Word, MS Excel, etc.). No make-up quizzes, except in rare instances (documentation may be required).

No make-up quizzes. The quizzes will be open since Friday 8am until Sunday 11pm. You will have 3 hours to complete them. You can revisit the questions, but you will have only one attempt to do it.

I don't give grades, you earn them. I don't give extra points, you accumulate the points during all the activities during the semester.