

Instructor: Haisu Zhang, Ph.D.

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**Marketing Research
MRKT 430, Section 002, 3 credits
Spring 2025**

Office Hours: Tuesday/Thursday 2:15-3:45pm or by appointment. Students are required to make an appointment with the instructor for a specific time slot for an online meeting. The instructor will guarantee to be available during the office hours indicated above; alternative meeting times may be available subject to appointment

Email: h Zhang@njit.edu (email is the best way to contact the instructor; students are required to include full name, course, and section number in the email to the instructor)

Class Time: Tuesday/Thursday 4:00-5:20pm

Class Location: CAB 2020

1. Course Descriptions

The process of marketing research is studied in detail from study design through report preparation. A hands-on, experiential approach is taken with an emphasis on primary and secondary data and multivariate statistical methods such as regression and ANOVA.

2. Learning Outcomes

Upon successful completion of this course, the student should be able to:

- Describe the terminology and process of marketing research
- Examine real-world research questions by using marketing research skills
- Organize and analyze real-world data for marketing research
- Demonstrate practical marketing implications based on findings from marketing research

In addition to the course-specific learning outcomes listed above, this course intends to help students:

- Demonstrate the knowledge and application of business fundamentals (in the domain of marketing research)
- Demonstrate the ability to deliver effective presentations enhanced by technology (e.g., SPSS and Google Form)
- Demonstrate the ability to write clear and concise reports based on relevant information
- Demonstrate the ability to understand and use team building behaviors to accomplish group tasks
- Demonstrate the ability to identify ethical dilemmas and make decisions grounded in ethical principles

3. Course Materials

- The required text:

Marketing Research, 9th or 8th Edition

Authors: Alvin C. Burns, Ann F. Veeck (and Ronald F. Bush)

Pearson

Notes: The lectures and coursework are based on the 9th edition. While the two editions have similar content, students who use the 8th edition shall track and study the different content (based on slides on Canvas) of the 9th edition.

b. Laptop and SPSS (a statistical software) will be used in this course. **For the second half of this semester, all students are required to bring their laptops to the classroom. Students are required to install SPSS on their laptops before the first class of using SPSS.** SPSS is free to install for all NJIT students. Students can use this program on their own computers only when computers are connected to NJIT's network. If a student is off campus, a VPN is needed to virtually connect the laptop to the NJIT network. Students can also choose to subscribe to this program, but it is optional.

VPN (Cisco AnyConnect): <https://ist.njit.edu/vpn>

SPSS (NJIT software webpage): <https://ist.njit.edu/software>

c. Google Form, an online survey program, will be used in this course. It is free to all students who have a NJIT (Gmail) account. If any student teams would like to use other programs, please have the instructor's approval first.

4. Tentative Class Schedule

See Appendix C.

5. Required Grading Elements

| Required Grading Elements | Points |
|--|------------|
| Individual Assignments (148 points) | |
| Exam One | 50 |
| Exam Two | 35 |
| Quizzes | 63 |
| Regular Quizzes (7 points/quiz * 8 quizzes = 56) | |
| Data Analysis Quizzes (7 points/quiz * 2 quizzes = 14) | |
| <i>One quiz with the lowest score among all will be dropped in the final grading</i> | |
| <i>8 Regular Quizzes + 2 Data Analysis Quizzes – 1 Quiz Dropped = 63</i> | |
| Team Project: Market Research (90 points) | |
| (peer evaluations are used for individual grades) | |
| Report I | 20 |
| Report II | 30 |
| Final Report | 40 |
| Team Presentation (20 points) | |
| Presentation I (50% by students and 50% by instructor) | 10 |
| Presentation II (50% by students and 50% by instructor) | 10 |
| Total Number of Potential Grade Points | 258 |

Notes: Students who do not submit peer evaluation by the deadline will receive a penalty of 5% reduction in the individual grade. Late or missing submission of SPSS file for Final Report will result in a penalty of 5% reduction in the team grade.

6. Calculation of the Course Grade

| <u>Total Score</u> | <u>Grade</u> | <u>Total Score</u> | <u>Grade</u> |
|--------------------|--------------|--------------------|--------------|
| 90 – 100% | A | 75 – 79.9% | C+ |
| 85 – 89.9% | B+ | 70 – 74.9% | C |
| 80 – 84.9% | B | 60 – 69.9% | D |
| | | < 60% | F |

7. Email (NJIT account) and Course Site

- a. Email. The instructor frequently sends emails to students' NJIT email accounts for important announcements. Students are expected to check emails at least within 12 hours before each class and at least five business days a week. Students will take own responsibility for any missing assignments due to not checking the email.
- b. Canvas. Canvas is a system that offers updated grades and course materials. The grade and all course materials should be checked often on Canvas. It is the student's responsibility to check Canvas on a regular basis. The instructor will not be responsible for students being unaware of information that is posted on the class site on Canvas.

8. In-Class Policies

- a. Cell Phone Policy. There is a strict "no phone" policy in this class, unless the student receives an approval for a special case (e.g., family emergency). If you have a cell phone, please turn it off **before** entering the classroom.
- b. Class Absence Policy. Students enrolled in MRKT 430 are expected to be in class on time and prepared for class participation in each class meeting.
- c. Those who use headset (whether or not to listen to music) during the class time will automatically fail this course.

9. AI Policies

Part of the market research projects will be assisted by AI (and part of the projects will not be associated with AI). Students shall refer to the project guidelines and requirements to acknowledge whether or not AI is allowed for a given report. All other assignments listed in Section 5 will not be associated with AI, and therefore, AI will not be allowed in those assignments.

10. Class Attendance

- a. Attendance will be taken in the first and/or second classes. After that, attendance is not taken in a given **regular** lecture. A regular lecture is defined as a class with only the instructor's lecture without other required class activities, such as presentation, exam, quiz, etc. However, it likely proves very difficult to pass this class without attendance. This course is a mixture of lectures, class discussion, case study, presentations, quizzes, and exams. Students are responsible for everything that is discussed in class, taken up in class, or handed out in class. If you cannot be in a class, let the instructor know the reason for your absence before class begins.
- b. Although attendance is not taken in a given regular lecture, students are **required** to attend the class when a quiz, project, presentation, exam, meeting, and/or other required activities noticed by the office of Dean of Students. Any missed activities without an excuse approved by the office of Dean of Students will result in a loss of credits for class activities/assignments. Excused absences (see below) will result in make-up assignments (for individual work).

- c. Although attendance is not taken, students are **not** allowed to be late for any classes without an official excuse. Being punctual is required for class attendance. Arriving late or leaving early will disqualify a student from participating in any missed class activities (e.g., quiz and extra credits) and will also be counted as a "0".
- d. Excused Absences. Some absences may qualify as "Excused Absences." Unless otherwise instructed by the instructor, students must contact the office of Dean of Students within one week after returning to the campus. Proof of absence requires documentation in all cases. The instructor expects to receive the notification from the office of Dean of Students if the absence excuse is verified by their office. Athlete students should follow the university policy to provide the instructor with travel schedule for excused absences.
- e. For missed teamwork with an excuse approved by the office of Dean of Students, the instructor will discuss with the individual and the team for makeup.
- f. A student who misses an exam will be given the exam before the scheduled exam date/time, unless noticed otherwise.

11. Announced Quiz Policy

Multiple quizzes will be given in this semester. These periodic quizzes will be based on materials covered in lectures. Each question is worth 1 point. Each quiz covers content from prior class(es) and same-day class. Missing a quiz will result in 0; if, however, the student has an excuse approved by the office of Dean of Students, a make-up quiz will be given, so that the student will not receive any penalty.

At the end of this semester, one quiz with the lowest score among all quizzes will be dropped from the final grading. Only one quiz will be dropped from the final grading. No other required grading components will be dropped from the final grading.

The quiz is given at the end of each class. Students can take bathroom breaks during the class. However, if a student leaves the class for an extended period and rejoins the class towards the end to take the quiz, the student may receive a 0 for the quiz based on the instructor's assessment. If a pattern forms across classes, this behavior may be reported to the office of Dean of Students.

12. Exams

There are two exams, Exam One and Exam Two. Exam Two is not cumulative (i.e., it does not contain Exam One's content, unless the same content was taught again after Exam Two). Exam One is closed-book.

13. Marketing Research Projects

Three projects are included. Teams are required to meet regularly to work together on these projects. Please refer to the project guidelines for details.

These projects are designed as teamwork, unless noted otherwise. Free-riding is not allowed in this class. Any free-riding behavior must be reported by the team member(s) as soon as possible. The instructor will investigate the reported case. Peer evaluations are used for teams that have three or more members. **Students who do not submit peer evaluation by the deadline will receive a penalty of 5% reduction in the individual grade every time.**

Individual report score = team report score × individual peer evaluation percentage

For example, if a student's team receives 40 out of 50 points for the report and he or she received 94% for peer evaluation. The student's final score is $40 \times 94\% = 37.6$ (out of 50 points)

A given student's "free-riding" behavior may sometimes be severe. If a student has not contributed to the team project, other teammates can use the following class policy to "fire" this student. The team should first attempt to communicate with the student who has not contributed to the team project. The communication needs to be at least emails, though other methods (e.g., phone call and text messages) may be used as additional communication tools within the team. In the emails, the team must Cc the instructor. If there is no response from that student after two attempts of email communication (after two business days of waiting for reply for each communication; at least four business days of waiting in total), the team may ask him or her to leave the team if all other team members vote "yes" for it. In such a case, the "fired" student will independently complete the project and is not allowed to join other teams.

For the final report, student teams must submit the SPSS file by the deadline (late submission will result in a penalty of 5% reduction in the team grade). For the reports, SPSS file, and peer evaluations, there will be penalties for late/missing submissions. Details are outlined in the project guidelines/requirements (separate file).

14. Team Presentation (Marketing Research Project)

Teams will prepare PowerPoint slides to present the content of Report I and Report II. If everyone in a given team presents, students in the same team receive the same presentation grades. However, those who miss a presentation without approved excuses will receive 0 for the corresponding team presentation.

15. Guaranteed Extra Credits

No makeup for any extra credit.

While students are expected to attend classes, attendance in a regular lecture is not checked. However, on any given day when the attendance rate is lower than 70%, the instructor will offer 1-point extra credit (i.e., a quiz including questions mainly based on lectures). The instructor will grade the quizzes, and students may or may not earn the credits; thus, students are recommended to listen to the lectures carefully. This extra-credit opportunity is given only on a regular lecture day (e.g., class without a quiz, exam, team presentation, or in-class exercise). It is given at the beginning of the class. The calculation of 70% is based on the attendance of students in the classroom at the beginning of the class. Students who leave the class after the extra-credit quiz will not receive the extra credit.

A second guaranteed extra-credit opportunity is the voluntary, anonymous mid-term course evaluation. The instructor would like to hear from students about their evaluations and expectations in this course, so that the instructor can improve his teaching techniques, if needed, to fulfill student needs. Those who complete the mid-term course evaluation, designed as an online survey, will be given extra credit as an incentive. Please note that the mid-term course evaluation is only for the instructor in this course to help improve his teaching quality.

16. Other Course Policies

Overall Assignment and Grade Guidelines

Written work must be prepared in a professional manner. It is to be typed, with proper grammatical construction, correct spelling, and page number. The grade assigned to the work will reflect its and professionalism, analytical soundness, and other requirements specified by the instructor. Written work must follow a reasonable outline, assumptions clearly stated, arguments carefully supported, and all secondary sources cited. Oral presentations must adhere to the same analytical criteria. In this course, each student can challenge a grade within two weeks after that grade is posted on Canvas. After two weeks, the original grade will not be changed. When the two-week period is over, the professor will not revisit an assignment, unless an excuse is verified by the office of the Dean of Students. Do not e-mail requests for additional points unless there is an error in grading. Keep in

mind that **fairness** is the key to grading.

Communication

a. Teamwork (between students)

Teamwork is not an easy task. It requires students to adapt the team dynamics, build work relations with each other, follow the policies and rules, resolve issues in an effective and efficient way, etc. All require successful communication and clarification.

b. Email Etiquette (to the instructor)

This is a business course, and the expectation is that you will conform to appropriate business letter-writing practice in all of your emails to me. The following are the basics.

- Put the course name (MRKT 430) in the subject line.
- Identify the subject of the e-mail with a brief but descriptive summary of the topic: include a proper salutation, and the assignment details such as the title, number, quiz, or exam.
- Proofread your e-mail for proper sentence structure, capitalization, spelling and punctuation.
- Conclude the e-mail message with a proper closing (e.g. Regards, Sincerely) and your full name.

Academic Integrity

“Academic Integrity is the cornerstone of higher education and is central to the ideals of this course and the university. Cheating is strictly prohibited and devalues the degree that you are working on. As a member of the NJIT community, it is your responsibility to protect your educational investment by knowing and following the academic code of integrity policy that is found at: [NJIT Academic Integrity Code](#).

Please note that it is my professional obligation and responsibility to report any academic misconduct to the Dean of Students Office. Any student found in violation of the code by cheating, plagiarizing or using any online software inappropriately will result in disciplinary action. This may include a failing grade of F, and/or suspension or dismissal from the university. If you have any questions about the code of Academic Integrity, please contact the Dean of Students Office at dos@njit.edu.”

Disability accommodation

Educational access is the provision of classroom accommodations, auxiliary aids and services to ensure equal educational opportunities for all students regardless of their disability. If you are in need of accommodations due to a disability please contact the Office of Accessibility Resources & Services (OARS) (email: OARS@NJIT.EDU; website: <https://www.njit.edu/accessibility/meet-staff>), located at Kupfrian Hall 201, to discuss your specific needs. A Letter of Accommodation Eligibility from the OARS authorizing your accommodations will be required. Accommodations need to be requested in advance and will not be granted retroactively.

Class behavior

During the lecture time, **no phones** are allowed in class, unless approved by the instructor (e.g., family emergency). Students are expected to be respectful of one another and the professor in class discussions. The goal is to foster a learning environment where students feel comfortable discussing concepts and applying them in class. If for any reason your behavior is viewed as disruptive to the class, you will be asked to leave and you will be marked absent.

Final Comments

Students registered for this course assume full responsibility for reading and understanding the course administration as stated above.

Appendix A. Example of Team Presentation Evaluation Form

1. Communication (To which extent does the team present in class?)
2. Slides readability (To which extent are the slides readable?)
3. Logic flow (To which extent do the slides show a clear logic?)
4. Teamwork (To which extent do team members allocate work evenly for the presentation?)
5. Q&A (To which extent do team members answers the professor's questions?)

Appendix B. Example of Peer Evaluation (It will be distributed via an online survey)

Peer Evaluation is confidential!

1. To which extent are you satisfactory with this student's attendance in group discussion? (including arriving on time, communication via email or phone, etc.)
2. To which extent did this student contribute ideas and viewpoints to group discussion?
3. To which extent did this student contribute to preparation for the project (including report writing, data collection, presentation, etc.)?
4. To which extent did this student respect others' opinions?
5. In general, to which extent did this student work with others as a TEAM?

Appendix C. MRKT 430 Tentative Class Schedule

The instructor reserves the right to change the course schedule, as the need arises.

| Dates (MM/DD) | | Lecture Content | Notes |
|--|----------|--|--|
| 01/21 | Tuesday | Course Introduction | |
| 01/23 | Thursday | Chapters 1,2 | Quiz 1: syllabus and chapter 1 |
| 01/28 | Tuesday | Chapters 2,3 | Teams formation initiated |
| 01/30 | Thursday | Chapter 3 Discussion on team project | Quiz 2: chapters 2,3; team formation finalized; Project I (for Report I) guidelines and requirements given |
| 02/04 | Tuesday | Chapters 3,4 | |
| 02/06 | Thursday | Chapter 4 | Quiz 3: chapters 3,4 |
| 02/11 | Tuesday | Chapters 4,5 | |
| 02/13 | Thursday | Chapter 5 | Quiz 4: chapters 4,5 |
| 02/18 | Tuesday | Chapters 5,6 | |
| 02/20 | Thursday | Chapters 6,7 Meeting with Instructor | Instructor meets with each team during the class for team project updates and Q&A |
| 02/25 | Tuesday | Team Presentation I | Report I due; peer evaluation distributed |
| 02/27 | Thursday | Chapters 7,8 | Quiz 5: chapters 6,7 |
| 03/04 | Tuesday | Chapter 8 | Midterm course evaluation (extra credit) distributed; |
| 03/06 | Thursday | Chapters 8,9 | Project II (for Report II) guidelines and requirements given |
| 03/11 | Tuesday | Chapter 9 | Quiz 6: chapters 8,9 |
| 03/13 | Thursday | Exam One | Exam: chapters 1-9 and lecture content |
| 03/18 and 03/20: Spring Recess (no class) | | | |
| 03/25 | Tuesday | Introduction to Data Collection Chapter 11 | Google Form used; students start to bring laptops to class |
| 03/27 | Thursday | Chapter 11 | Quiz 7: chapter 11 & data collection |
| 04/01 | Tuesday | Chapters 11,10 | |
| 04/03 | Thursday | No Class | Wellness Day: no classes scheduled (university open); instructor available online for Report II Q&A |
| 04/08 | Tuesday | Team Presentation II | Report II due; peer evaluation distributed; laptop with SPSS is needed in class; |
| 04/10 | Thursday | Chapters 10 Introduction to SPSS | Laptop with SPSS is needed in class |
| 04/15 | Tuesday | Chapters 11,12 | Laptop with SPSS is needed in class; Quiz 8: chapters 11,10 & SPSS; Final Project (for Final Report) given |
| 04/17 | Thursday | Chapters 12,13 | Laptop with SPSS is needed in class |
| 04/22 | Tuesday | Chapters 13 | Laptop with SPSS is needed in class; Data Analysis Quiz 1: chapters 12,13 |
| 04/24 | Thursday | Chapter 15 | Laptop with SPSS is needed in class |
| 04/29 | Tuesday | Chapter 15 | Laptop with SPSS is needed in class |
| 05/01 | Thursday | SPSS Summary Meeting with Instructor | Laptop with SPSS is needed in class; Data Analysis Quiz 2: chapters 13,15; meeting with instructor for Final Report |
| 05/06 | Tuesday | Exam Two | Exam: chapters 10,11,12,13,15 & data collection & SPSS |
| 05/08 | Thursday | No Class | Reading Day |
| Final Exam Week* | | Final Report | Final Report due; final SPSS file due; peer evaluation due; no presentation |

*The specific due date will be based on the final exam week schedule, which will be announced during the semester.