



Instructor: Name *Dr. John. A. Olotewo*

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Class Time & Location: Online

Office Hours: Virtual by appointment Friday 12:00pm- 2:00pm

Marketing Research

MRKT 631- 852

Spring 2025

Course Overview

Marketing 631 is an advanced-level marketing course designed to present a managerial perspective of marketing research. The design of this course will help students develop and understand methods for collecting, analyzing, and interpreting data relevant to the marketing decision-making process. The course focuses on structuring marketing problems in terms of specific research questions, understanding sources of marketing research data (including issues in data collection), using specific techniques for analyzing marketing research data, and using analyses to make better marketing management decisions. Marketing Research is a keystone to all marketing activities. The course specifically explores when marketing research can (and should) be used, what research alternatives exist, how to recognize effective and ineffective research, and how to analyze, interpret, and apply research results.

Required Course Materials

Textbook: Market Research Essentials 2024 version Stukent

By Steven Stromp

Textbook Format Options:

E-book. Courseware

Simulation: **Stukent Market Research Simternship**

This course uses the digital “Market Research” courseware, which includes a digital textbook, supplemental presentations, chapter assignments, quizzes and its accompanying resources. The courseware can be accessed at <http://home.stukent.com>. The course will also use an online simulation called “Mimic Market Research,” which can be accessed from the same website at <https://edify.stukent.com/app/login>.

All students are expected to purchase the complete course where to gain access to course contents on Stukent Connect.

Course Learning Goals

- Provide students with the understanding of how to build mathematical decision models to solve problems that arise in business settings.
- Provide students with the knowledge and application of various mathematically based modeling and solution tools that are most appropriate for solving specific types of problems in business.
- Demonstrate and equip students with knowledge of the use of spreadsheet technique and other relevant software and technologies for solving decision models of problems found

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in business settings

Learning Outcomes

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

- Describe the process of how information used to make marketing decisions is gathered and analyzed.
- Apply a variety of research design methods, both quantitative and qualitative.
- Apply current statistical techniques for quantitative data analysis.
Interpret marketing research results.
- Conduct and critique research projects in the areas of marketing.
- Identify ethical dilemmas faced by market researchers.

Expected Learning Outcomes

In addition to content specific course objectives, the course intends to help students develop a wide range of analytical, communication, interpersonal, and technology skills, namely:

Competencies	Outcome
LG 1 – Develop an understanding of business concepts and problem solving	Learning Outcome 1.1. You will demonstrate knowledge of business. Learning Outcome 1.2. You will demonstrate an ability to analyze concepts, to apply these concepts to solve business problems and use <u>quantitative methodologies as tools to solve business problems.</u> LO 2 - Our students will demonstrate an ability to solve business problems using current technology
LG 2 - Develop Effective Communication and Information Literacy Skills	Learning Outcome 2.1. Oral communication - You will demonstrate the ability to deliver effective presentations enhanced by technology. Learning Outcome 2.2. Written Communication- You will demonstrate the ability to write clear and concise reports. Learning Outcome 2.3. You will demonstrate the ability to search databases, locate, use, and properly cite relevant information Learning Outcome 2.1. Oral communication - You will demonstrate the ability to deliver effective presentations enhanced by technology. Learning Outcome 2.2. Written Communication- You will demonstrate the ability to write clear and concise reports. Learning Outcome 2.3. You will demonstrate the ability to search databases, locate, use, and properly cite relevant information
LC 3 Interact Effectively in Teams	Learning Outcome 3.1. You will demonstrate the ability to understand and use team building behaviors to accomplish group tasks.
LG 4 - Develop Ethical Reasoning Skills	Learning Outcome 4.1. You will demonstrate the ability to identify ethical dilemmas and make decisions grounded in ethical principles.
LG 5 - Acquire Technological Skills	Learning Outcome 5.1. You will demonstrate the ability to use technology for effective project management.
LG 6 - Understand the Global Context of Business	Learning Outcome 6.1. You will demonstrate understanding of the global context in which business is conducted.

Course Website

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This online course will be administered using CANVAS at canvas.njit.edu, where course materials are available. To access CANVAS, please ensure you have an NJIT UCID and password to access it. All announcements will be posted on CANVAS. **So, please be sure to check the site (canvas.njit.edu) frequently. Please contact the helpdesk (973-596-2900) for problems associated with Canvas.**

Course Deliverables/ Final Grade Components

Your grade for this course will be based on the following components:

<u>Component</u>	<u>Weight</u>	<u>Points</u>
Discussion Exercises	10%	100
Chapter Quizzes	10%	100
Assignments	10%	100
Marketing Research Simulations	15%	150
Comprehensive Term Project	15%	150
Midterm Examination	20%	200
Final Examination	20%	200
TOTAL	100%	= 1000

Discussion Exercises: Discussion assignments will be assigned to promote interactive class participation by learning the diverse perspectives of fellow students as regards course contents, all are required to submit well thought-out answers to Discussion Exercise Assignments marketing related issues on Canvas as well as respond to the assignments submitted by other students. The extensive directions are provided on Canvas.

Chapter Quizzes: Twelve Quizzes will be administered at the end of each chapter to test your knowledge. All quizzes will be accessed through Canvas.. Quizzes consist of all multiple-choice questions. All students have two attempts on each quiz. Only the best score will be recorded at the end of the semester.

Assignments: Chapter Assignments will be administered at the end of each chapter to give you the opportunity to apply concept learnt in this course .

Marketing Research Simulation: Student Market Research Simternship. This simternship will give you hands-on educational experiences with highly important market research practices.

Group Term Project: A group mastery semester project will be assigned to test your application of concept covered in this course. The project will focus on New Product Development Market Research.

Midterm and Final Examinations: Two exams will be given during this semester. Both exams will be administered online Accessed through Canvas. Each of the exams will primarily comprise of 50 Multiple Choice Questions based on marketing concepts and theories covered in relevant textbook chapters.

Final Grades

Grades reflect the level of understanding of course content. Therefore, to achieve the grade of A or B in this class expect to:

- Be prepared. This means actively participating in discussions, exercises, and activities to further understanding.
- Turn in all course deliverables in a timely and professional manner.

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With less preparation and participation expect a grade of C or lower.

I have had students be very casual in taking a class for the first part of a term. Then, as the class nears the end, the student realizes a bad grade may be in the future and asks for an extra-credit opportunity or extensions to due dates. This is usually done with a **sad face, a soft voice, and a remorseful heart**. Please know now that such opportunities are not fair to the other students. So, the grading system established in this syllabus is final and no other opportunities exist. This means that each student should take this class seriously from the first week.

Final course grades will be based on the following scale (there will be NO curve):

Grading Scale

A	B+	B	C+	C	D	F
90%	85%	80%	75%	70%	60%	<60%

Late Assignments

Late assignments will not be accepted for grading unless there is a severe illness or an emergency. In these cases, legitimate documentation of the emergency must be presented and approved by the office of the Dean of Students before extensions will be granted.

Email Etiquette

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

- Put the course name (e.g., **Marketing Research or MRKT 631-852**) 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, homework, or test.
- 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.

(Note: Do not e-mail requests for additional grade points unless there is an error in the grading. Please note that any grade discrepancies must be addressed within 2 weeks of the assignment due date. Grades are not 'given out' by the professor; they are 'earned' by the student. So, make sure that you 'earn' a grade that you can live with.)

Academic Integrity

Learning is both an individual and a cooperative experience. Asking for and giving help freely in appropriate settings helps you learn. However, you should present only YOUR work as your own. University rules and standards define and prohibit "academic misconduct" by all members of the academic community including students. You are asked and expected to be familiar with these standards and abide by them.

Tentative Schedule

Deviations may be necessary

Specificity on homework assignments will be provided as the course progresses

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Week	Date	Topics	Readings/ Lectures/ Quiz Due	Assignments/Project/Exam	Stukent Market Research Mimic Simulation
1	20 Jan – 26 Jan	The Purpose of Market Research	Chapter 1	• Activate Stukent account Quiz 1 Discussion Assignment 1.3	Introduction
2	27 Jan – 02 Feb	Defining the Research Objective	Chapter 2	Quiz 2 Discussion Assignment 2.1	Rounds 1-3
3	03 Feb – 09 Feb	Internal Secondary Research	Chapter 3	Quiz 3 Discussion Assignment 3.3	
4	10 Feb – 16 Feb	External Secondary Research	Chapter 4	• Semester project: Parts 1 & 2	
5	18 Feb – 23 Feb	External Secondary Research	Chapter 4	Quiz 4 Discussion Assignment 4.1	Round 4
6	25 Feb – 02 Mar	Qualitative Primary Research	Chapter 5	• Semester project: Part 3 Quiz 5 Discussion Assignment 5.3	Rounds 5, 6, 7
7	03 Mar – 09 Mar	Quantitative Primary Research Design	Chapter 6	Quiz 6 Discussion Assignment 6.1	
8	10 Mar – 16 Mar	Quantitative Primary Research Design	Chapter 6		
9	17 Mar – 23 Mar	Quantitative Primary Research Application	Chapter 7	• Semester project: Part 4 Quiz 7 Discussion Assignment 7.3	Round 8
10	24 Mar – 30 Mar	Sampling Techniques	Chapter 8	• Semester project: Part 5 Quiz 8 Discussion Assignment 8.1	Rounds 9, 10
11	31 Mar – 06 Apr	Fielding Studies	Chapter 9	• Semester project: Part 6 Quiz 9 Discussion Assignment 9.3	
12	07 Apr – 13 Apr	Descriptive Data Analysis	Chapter 10	Quiz 10 Discussion Assignment 10.1	Round 11
13	14 Apr 20 Apr	Inferential Data Analysis	Chapter 11	Quiz 11 Discussion Assignment 11.2	

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14	21 Apr – 27 Apr	Communicating Results	Chapter 12	Quiz 11 Discussion Assignment 12.2	
15	28 Apr – 04 May	Communicating Results	Chapter 12	• Semester project: Part 7 • Submission	Round 12
16	05 May – 11 May	Preparations		• Final Exam	

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: <http://www5.njit.edu/policies/sites/policies/files/academic-integrity-code.pdf>.

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.

Accommodations

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 accommodation due to a disability, please contact Scott Janz (oars@njit.edu), Associate Director of the Office of Accessibility Resources & Services (OARS), Kupfrian Hall 201, to discuss your specific needs. A Letter of Accommodation Eligibility from the OARS authorizing your accommodation will be required. Accommodation needs to be requested in advance and will not be granted retroactively.

Classroom Policies

ONLINE ASYNCHRONOUS CLASS: Sometimes referred to as eLearning, the delivery of instruction in which all course activity can be completed online through the learning management system. There are no required face-to-face sessions, but students are expected to follow a week-by-week schedule as outlined in the syllabus. Work is typically done in an asynchronous mode and students can complete the coursework without coming to campus.

(a) On Online Asynchronous Class dates, students independently complete assignments, such as reading the relevant chapters in the text, viewing digital multimedia PowerPoint video lectures, and completing term exams through CANVAS.

Final Comments

I reserve the right to change any aspect of this syllabus or the course schedule at any time, as the need arises. Students registered for this course assume full responsibility for reading and understanding the course policies as stated above.

ONLINE COURSE EXAM PROCTORING POLICY: NJIT policy requires that all midterm and final exams must be proctored, regardless of delivery mode, to increase academic integrity. Note that this does not apply to essay or authentic based assessments. Effective beginning Fall semester 2019, students registered for a fully online course section (e.g., online or Hyflex mode) must be given the option to take their exam in a completely online format, with appropriate proctoring.

In this course you will be required to use the following proctoring method to ensure academic integrity for exams. Please see NJIT's response to questions about online proctoring [here](#). See below for more information about how exams will be proctored in this course.

RESPONDUS LOCKDOWN BROWSER AND MONITOR USED FOR PROCTORING EXAMS FOR THIS COURSE

Respondus LockDown Browser is a locked browser for taking assessments or quizzes on Canvas. It prevents students from printing, copying, going to another URL, or accessing other applications during a quiz. If a Canvas quiz requires that LockDown Browser be used, students will not be able to take the assessment or quiz with a standard web browser. Students may be required to use LockDown Browser with a webcam (Respondus Monitor), which will record students during an online exam.

The webcam can be built into your computer or can be the type that plugs in with a USB cable. Watch this [short video](#) to get a basic understanding of LockDown Browser and the webcam feature. A student [Quick Start Guide \(PDF\)](#) is also available.

NOTE: Respondus Lockdown Browser and Monitor does not work with Linux and Chromebooks at this time. Please visit the [Respondus Knowledge Base article on computer requirements](#) for additional information.