

School of Business and Nonprofit Management

Course Syllabus

BSE 3610 Spring 2013
Marketing Research and Consumer Behavior
Jan 15-May 2 2013 TR 1:30-3:10p

*"Innovation and marketing are the two basic roles of every business.
All other functions support these roles." -- Peter Drucker*

Instructor

Michele Klich Wayte PhD
Professor of Marketing
Office 773.244.4578 Cell 503.537.8953
mkwayte@northpark.edu mkwayte@yahoo.com
See Instructor Bio in Appendix A.

Office Hours

TBA; Virtual office hours via email

Text

McDaniel Jr., Carl and Gates, Roger, *Marketing Research Essentials 7e*, New York: Wiley, 2009. ISBN-13: 978-0470627631
Additional course materials including the syllabus, PowerPoints, and grading rubrics will be posted on Moodle.

Course Description

An introduction to marketing research strategies and consumer behavior models. Students identify consumer needs and desires. Qualitative research techniques, research design, sampling, statistical analysis, focus group interviews, demographic analysis, sensory and perpetual analysis, attitude analysis, and psychographics are investigated. Prerequisite: BSE 2610, STAT 1490.

Class Format

This class utilizes interactive lecture and discussion, research cases and reports, videos, exams, and team activities, projects and presentations.

Course Objectives:

Upon completion of this course, you should be able to:

- Describe how marketing information and marketing research are used to solve marketing problems and make marketing and business decisions.
- Understand research design and apply methods to design marketing problem solutions.
- Use various types of technology and software including SPSS to research, analyze, and present solutions to marketing problems.
- Identify the ethical issues related to marketing information and research.

Individual Development and Education Assessment

The University is moving to a standard student assessment instrument based on the IDEA Center's recommended approach. This approach requests that the instructor identify three key overriding objectives of the class. "Rather than emphasizing teaching style or personality, the IDEA system focuses on student learning and the methods used to facilitate it," noted the IDEA Center (2009) when discussing its rating system.

The three IDEA goals are:

1. Develop specific skills, competencies, and points of view needed by professionals in the field most closely related to this course.
2. Work with others as a member of a team.
3. Express yourself orally or in writing.

Student Expectations

Successful completion of the assignments in this course requires thorough preparation, critical analysis, and reflection, which, in turn, demand an adequate allocation of time and effort. *There is simply no shortcut to producing good, thoughtful work. As a result, I expect you to put forth an honest and enthusiastic effort towards your performance in the course.*

Submission of work

Written assignments are expected to be turned in on time (at or before the start of class on the due date) within suggested page-length and with 1" margins. **No late assignments will be accepted** except for extreme and extraordinary circumstances (i.e., death in the family). I strongly encourage you to complete assignments well ahead of the due date so sudden, *unforeseen circumstances do not preclude you from competently completing and submitting on time your assignments.*

Grading

1. **Class Attendance/Participation** 1 pt (pres=1;abs=0) x 30 classes = **30 points** (12%)
2. **Exams** - Exam 1 @ **50 points** (20%)
 - Exam 2 @ **50 points** (20%)
 - Exam 3 @ **60 points** (24%)

= 160 points (64%)

Exams consist of multiple choice and short answer questions. The final (3rd) exam is not comprehensive and is given during finals week. Study guides will be posted on Moodle.

3. ***Team Marketing Research Report (50 pts) and Presentation (10 pts) = 60 points** (24%)

Teams (up to 3 members) will complete and present a full-length marketing research report to the class. See Appendix B for the Grading Rubrics for these assignments.

You can determine your grade at any time by totaling your number of points out of the total possible points or by checking your Gradebook on Moodle.

Final Grade

Your final grade will be based on a **total of 250 points** and the following scale will be used to determine your final letter grade.

Grade / % of Total Points		Points (Out of 250)
A	93%+	232+
A-	90-92%	225-231
B+	87-89%	217-224
B	83-86%	207-216
B-	80-82%	200-207
C+	77-79%	192-199
C	73-76%	182-192
C-	70-72%	175-181
D+	67-69%	167-174
D	63-66%	157-166
D-	60-62%	150-156
F	Less than 60%	<150

Use of *APA Publication Manual*

The School of Business and Nonprofit Management (SBNM) has adopted the *Publication Manual of the American Psychological Association* (APA) as the standard and required format for all written assignments in SBNM courses.

Our goal in adopting the *APA Manual* is to enhance student learning by:

1. Improving student's writing skills.
2. Standardizing the required format of all written assignments in all SBNM courses.
3. Emphasizing the importance of paper mechanics, grammatical constructs, and the necessity of proper citations.
4. Holding students accountable for high quality written work.

If you are unfamiliar with the requirements of the *APA Publication Manual*, we recommend that you purchase the reference manual and/or that you consult one or more of the suggested resources as listed on the Student Resources section of the SBNM website.

Academic Honesty

In keeping with our Christian heritage and commitment, North Park University (NPU) and the SBNM are committed to the highest possible ethical and moral standards. Just as we will constantly strive to live up to these high standards, we expect our students to do the same. To that end, cheating of any sort will not be tolerated. Students who are discovered cheating are subject to discipline up to and including failure of a course and expulsion.

Our definition of cheating includes but is not limited to:

- Plagiarism – the use of another’s work as one’s own without giving credit to the individual. This includes using materials from the Internet.
- Copying another’s answers on an examination.
- Deliberately allowing another to copy one’s answers or work.
- Signing an attendance roster for another who is not present.

In the special instance of team work, the instructor will make clear his/her expectations with respect to individual vs. collaborative work. A violation of these expectations may be considered cheating as well. For further information on this subject you may refer to the Academic Dishonesty section of the University’s Catalog (available at <http://www.northpark.edu>)

In conclusion, it is North Park’s mission to prepare you for a life of significance and service. Honesty and ethical behavior are the foundation upon which such lives are built. We therefore expect the highest standards of each student in this regard.

Disabilities

Students with disabilities who believe that they may need accommodations in this class are encouraged to contact the SBNM program office (773.244.6270). Please do so as soon as possible to better ensure that such accommodations are implemented in a timely manner. For further information please review the following website: <http://www.northpark.edu/ada>.

Schedule of Topics

Week 1 Course Syllabus

Chapter 1 Marketing Research Overview and Problem Definition

Week 2 Chapter 2 Problem Definition and the Research Process

Week 3 Chapter 3 Secondary Data and Databases

Week 4 Chapter 4 Qualitative Research

Week 5 Chapter 5 Survey Research and the Profound Impact of the Research

Week 6 **Exam #1 (Chapters 1-5)**

Chapter 6 Primary Data Collection: Observation

Week 7 Chapter 7 Primary Data Collection: Experimentation

Week 8 Chapter 8 The Concept of Measurement



Spring Break - March 9-17

Week 9 Chapter 9 Questionnaire Design

Week 10 Chapters 10 & 11 Basic Sampling Issues/Sample Size Determination

Week 11 Chapter 12 Data Processing

Week 12 Chapter 13 Bivariate Correlation and Regression

Exam #2 (Chapter 6-12)

Week 13 **Work Week + Forum**

Week 14 Chapter 15 Managing Market Research and Research Ethics

Week 15 **MR Reports and Presentations Due**

Week 16 **Take Home Exam #3 Due by email**

N.B. The instructor reserves the right to change the course schedule to better serve the needs of students.

Appendix A Instructor Bio



Michele Klich Wayte, PhD joined the SBNM faculty at NPU in 2011 as a Professor of Marketing. Born and raised in nearby Gary, Indiana, she relocated back to Chicago in August 2010 after 20 years on the West Coast and abroad.

With over 10 years in academia, Dr. Wayte has been a marketing professor at Concordia University-Portland, California State University at Fullerton, and University of Guam. She has taught principles of marketing, consumer behavior, advertising, personal selling, global marketing, research and analytics, as well as psychology and communication courses. She also taught graduate marketing courses in Hangzhou, China in association with the Beijing School of Management. She has conducted seminars, presented conference papers and published articles on strategic planning, transformational leadership, market positioning, customer service, and new product development (NPD).

She has served as both a research director and senior analyst for global marketing research firms in Chicago, Phoenix, Los Angeles and Portland. She is also a private marketing consultant and principal of the MKR/C Group. As a market researcher, she has designed and managed large-scale research projects for a number of Fortune 500 companies including Procter & Gamble, IBM, Colgate-Palmolive, SC Johnson, and Anheuser-Busch. For Hormel International Foods, she completed the all-island SPAM® study on Guam.

Entrepreneurship and small business development have long been research interests. On Guam, she was an advisor to Citibank's Women in Business (WIB) group and a contributing editor for *Business Success* magazine which profiled small business owners in Asia Pacific. She examined the psychological development of Portland-area social change leaders in *Social Entrepreneurs: Profiles in Faith, Courage and Risk-Taking* and has served as a judge for several business competitions such as the Seattle Pacific University (SPU) Social Venture Competition. In 2012, she presented on the accountability of social enterprises at the IACBE Annual Conference in Kansas City, MO and at the NPU Social Justice and Reload Conference in Chicago. Current research projects include assessing cultural impact on social enterprise development and examining ecosystems of urban renewal.

Dr. Wayte received her PhD in communication from Purdue University, specializing in marketing and media studies. Her dissertation published in 1988 was the first comprehensive study of the Hispanic market in the United States. She also holds a master's degree in clinical psychology and was formerly a professor of psychology and a marriage and family therapist.

She lives with husband, Kevin, a retired USAF officer turned retail manager, teenage daughter Cher and a Norwegian Forest Cat named Caramel. She has traveled extensively in Europe and parts of Asia and Australia, and is fluent in French and Spanish.

Appendix B

BSE 3610 Marketing Research Report & Presentation
Suggested Report length: 7-10 pages
Suggested PPT length: 7-10 slides
 Grading Rubrics

Marketing Research Report Section	Possible Points Written Report	Possible Points PPT Presentation
Title Page/ Company Logo & Description	1	1
Table of Contents	2	
Conclusions & Implications (one page)	3	2
Background–Key Issues & Hypotheses	3	1
Methodology	3	1
Detailed Findings	30	5
• Data Analysis	(10)	
• Interpretation of Data	(10)	
• Graphic Representation of Data	(10)	
Technical Quality of Report Proofread-Free of grammatical errors/ Acceptable margins/font/with page numbers “Professional Look”	4	
References	1	
Appendix-(Clean) Questionnaire	1	
Total Possible Points	50	10