Excluding materials for purchase, syllabus information may be subject to change. The most up-to-date syllabus is located within the course in HuskyCT.

Course and Instructor Information

**Course Title:** Marketing Research  
**Format:** Online  
**Professor:** Jayanthi Rajan  
**Email:** Class related queries will be handled only through Husky CT Next Gen messages  
**Alternative email:** jayanthi.rajan@uconn.edu  
**Office Hours/Availability:** Monday 10am - 12 noon, Eastern Time, on Husky CT chat. All email queries will receive a response within 24 hours.

Course Materials

Required course materials should be obtained before the first day of class.

Texts are available through a local or online bookstore. The UConn Co-op carries many materials that can be shipped via its online Textbooks to go service. For more information, see Textbooks and Materials on our Enrolled Students page.

**Required Materials:**  
Textbook  
*Essentials of Marketing Research, 5th Edition (Qualtrics card NOT required)*  
*By William G. Zikmund and Barry J. Babin*  
Publisher: Cengage Learning  
You may buy an e-book if you prefer an electronic version of the textbook. Please note that previous editions of this text are not recommended as the material is not up to date.

**Qualtrics:**  
You will need to use Qualtrics to create and administer your surveys. To create your Qualtrics account (provided via UConn license) please use your netid and password through the link provided on your course home page.

Course Description

Marketing 3260 is the study *Marketing Research*, its foundations, and institutions. For marketing to be successful, organizations must understand the wants and needs of their consumers, employees and others in their business environment. This course is designed to provide an understanding of the role of marketing research in business organizations and to
acquaint you with the methods used to generate knowledge about how to market products and services.

Specifically, you will learn how to plan and implement a marketing research project. This course aims at improving your abilities to conduct research using both primary data (information you collect yourself) and secondary data (data collected by others for another purpose). Marketing research techniques can broadly be separated into qualitative and quantitative approaches. Qualitative techniques include many methods, such as focus groups and in-depth interviews. Quantitative methods will build on your background understanding of statistics to investigate and support marketing actions. This will assume that you are familiar with basic statistics (measures of central tendency, measures of dispersion, the range, standard deviation, data distribution and hypothesis testing).

**Course Objectives**

By the end of the semester, students should be able to:

1. Become fluent in the terminology, and apply methods of marketing research in a variety of settings.
2. Apply critical observation/reasoning skills. Any thoughtful research work requires you to seek out information and knowledge and assimilate ideas.
3. Obtain a hands-on working knowledge of methodology and applications. You will be able to conduct a marketing research project from beginning to end. This includes being able to develop and evaluate research designs based on the problem definition. It also requires applying statistical techniques for data analysis.
4. Develop and apply communication skills in the real world of marketing.
5. Demonstrate project management skills. Conducting a project such as the one in this course, involves many skills other than statistical analysis and use of marketing.

**Class Schedule**

Will be on the Husky CT course website and updated if there are changes.

**Course Requirements and Grading**

**Summary of Course Grading:**

<table>
<thead>
<tr>
<th>Course Components</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online Discussion + participation</td>
<td>20%</td>
</tr>
<tr>
<td>Unit Quizzes</td>
<td>35%</td>
</tr>
<tr>
<td>Assignments/cases/projects</td>
<td>30%</td>
</tr>
<tr>
<td>Final Project</td>
<td>15%</td>
</tr>
</tbody>
</table>
Online discussions

This course will have online discussion boards that will be based on current readings and topics covered in class. You are expected to contribute to these discussion boards. Guidelines to threaded discussions are provided below:

In the online discussions your responses will be assessed on whether you are:
1. Offering ideas or resources and inviting a critique of them
2. Asking challenging questions
3. Articulating, explaining and supporting positions on ideas
4. Exploring and supporting issues by adding explanations and examples
5. Reflecting on and re-evaluating personal opinions
6. Offering a critique, challenging, discussing and expanding ideas of others
7. Summarizing previous contributions and asking the next question
8. Proposing actions based on ideas that have been developed

Threaded discussion participation guidelines:
A significant part of your learning experience involves learning with and from your classmates and the instructor in the online discussions and group assignments. Active participation means sharing information and resources and posting your ideas. This discussion is informal in the sense that it is meant to encourage interested discussion. You are expected to follow accepted standards of English spelling, grammar and usage. The discussions will be organized into forums around the particular topic you are studying each week. You may be asked by the facilitator to take leadership in a certain group for a certain time of the course. Please note that your discussion grade also depends upon your reading other students’ posts. Posting only the day the discussion is due to close will positively result in a lower than average grade.

As a discussion facilitator I will provide enriching discussion topics and moderate the online discussions. As facilitator, I will read all postings to the general discussion forums on a daily basis.

Unit Quizzes
There will be an online quiz at the end of every unit. Quizzes are available 10 days before the due date. However the quizzes are timed and have to be completed in one attempt. Please make sure that you have reliable internet access and uninterrupted time when you take these quizzes! There are 5 quizzes through the semester. An average of all 5 quiz scores will be taken into account. Missed quizzes cannot be made up.

Assignments
There will be 7 assignments during the course of the semester. The last three assignments lead up to the final project. Assignments are an application of what you learn in the course and include mini projects. Each Unit has assignments that will test you on critical thinking. The assignment will be in form of a paper, or mini project. Instructions will be provided for each. A grading rubric will be provided for reference. It is possible that your presentation will be shared with other students. Assignments have to be submitted on the due date. It is your responsibility to keep track of assignment due dates by checking Husky CT regularly. Due dates are announced well in advance and reminders will be posted as announcements. Assignments need to be uploaded through HuskyCT but cannot be submitted through email. Assignments submitted as email attachments or email text will not be graded. Please note that some assignments and projects will require the use of Qualtrics. You will need to use Qualtrics to create and administer your
surveys. Please create your Qualtrics account using your netid and password to access the UConn licensed version of Qualtrics. An assignment that uses any other survey tool will not be accepted.

The Final Project
The Final project is worth 15% percent of the course grade and is an important component of the course. For your final project, you need to develop a complete Research plan for a company or product as per the detailed brief and steps provided. You will be required to administer a survey created on Qualtrics and analyze the data collected for your report. The project will be due in the last week of the semester. A grading rubric will be provided for reference.

Grading Scale:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Letter Grade</th>
<th>GPA</th>
</tr>
</thead>
<tbody>
<tr>
<td>93-100</td>
<td>A</td>
<td>4.0</td>
</tr>
<tr>
<td>90-92</td>
<td>A-</td>
<td>3.7</td>
</tr>
<tr>
<td>87-89</td>
<td>B+</td>
<td>3.3</td>
</tr>
<tr>
<td>83-86</td>
<td>B</td>
<td>3.0</td>
</tr>
<tr>
<td>80-82</td>
<td>B-</td>
<td>2.7</td>
</tr>
<tr>
<td>77-79</td>
<td>C+</td>
<td>2.3</td>
</tr>
<tr>
<td>73-76</td>
<td>C</td>
<td>2.0</td>
</tr>
<tr>
<td>70-72</td>
<td>C-</td>
<td>1.7</td>
</tr>
<tr>
<td>67-69</td>
<td>D+</td>
<td>1.3</td>
</tr>
<tr>
<td>63-66</td>
<td>D</td>
<td>1.0</td>
</tr>
<tr>
<td>60-62</td>
<td>D-</td>
<td>0.7</td>
</tr>
<tr>
<td>&lt;60</td>
<td>F</td>
<td>0.0</td>
</tr>
</tbody>
</table>

Due Dates and Late Policy
All course due dates are indicated in the respective sections on Husky CT. Deadlines are based on Eastern Standard Time; if you are in a different time zone, please adjust your submittal times accordingly. The instructor reserves the right to change dates accordingly as the semester progresses. All changes will be communicated in an appropriate manner.

Assignments/quizzes/projects are due on indicated dates. Exceptions will be made only if documented evidence from University authorities is provided.

Feedback and Grades
All assignments have a rubric with feedback and comments. Any other questions related to grades will be answered within 24 hours of the query being sent to the instructor.
Student Responsibilities and Resources

Time Management and Attendance
This course is not self-paced and requires regular time commitment EACH week throughout the semester. You are required to log into the course at least four times a week so that you can participate in ongoing discussions and check for assignments and projects. If you have not logged on to the course for more than two weeks, you will receive an email reminder through the Husky CT message system. Receiving a reminder is an indication of your not keeping pace with the course and could result in a lower grade.

Online courses are no less time consuming than “face to face” courses. A typical three credit course at UConn involves two and a half hours of class time and at least three to five hours of study and homework time per week. This course will require the same time commitment. **The Instructor should be notified if your life events do not allow you to participate in the course and online discussions.**

Your Instructor’s Role is to:
- Teach you the concepts and help you gain skills that apply the concepts you learn in class.
- Facilitate discussions, provide enriching discussion topics and moderate the online discussions.
- Provide feedback on assignments and projects submitted.
- Please note it is not the instructor’s responsibility to make sure you log in regularly and submit your assignments.
- Be available for “office hours” during the time indicated and will immediately respond to questions during that time. Provide a response to emailed or posted queries within 24 hours.

Your Role as a Student
- As an online student, you are expected to take a proactive approach to your learning.
- Manage your own time so that you can complete the readings, activities and assignments for the course.
- Take an active role in peer learning.
- Learn with and from your classmates in the online discussions and group assignments, sharing information and resources and bringing your ideas to class, critiquing and expanding on the ideas of others in a collegial fashion.

As a member of the University of Connecticut student community, you are held to certain standards and academic policies. In addition, there are numerous resources available to help you succeed in your academic work. This section provides a brief overview to important standards, policies and resources.

Student Code

You are responsible for acting in accordance with the [University of Connecticut’s Student Code](#). Review and become familiar with these expectations. In particular, make sure you have read the section that applies to you on Academic Integrity:

- [Academic Integrity in Undergraduate Education and Research](#)
- [Scholarly Integrity in Graduate Education and Research](#)
Cheating and plagiarism are taken very seriously at the University of Connecticut. As a student, it is your responsibility to avoid plagiarism. If you need more information about the subject of plagiarism, use the following resources:

- Plagiarism: How to Recognize it and How to Avoid It
- University of Connecticut Libraries’ Student Instruction (includes research, citing and writing resources)

Copyright

Copyrighted materials within the course are only for the use of students enrolled in the course for purposes associated with this course and may not be retained or further disseminated.

Netiquette and Communication

At all times, course communication with fellow students and the instructor are to be professional and courteous. It is expected that you proofread all your written communication, including discussion posts, assignment submissions, and mail messages. If you are new to online learning or need a netiquette refresher, please look at this guide titled, The Core Rules of Netiquette.

Adding or Dropping a Course

If you should decide to add or drop a course, there are official procedures to follow:

- Matriculated students should add or drop a course through the Student Administration System.
- Non-degree students should refer to Non-Degree Registration Information located on the registrar’s website.

You must officially drop a course to avoid receiving an "F" on your permanent transcript. Simply discontinuing class or informing the instructor you want to drop does not constitute an official drop of the course. For more information, refer to the:

- Undergraduate Catalog
- Graduate Catalog

Academic Calendar

The University’s Academic Calendar contains important semester dates.

Academic Support Resources

Technology and Academic Help provides a guide to technical and academic assistance.

Students with Disabilities

Students needing special accommodations should work with the University’s Center for Students with Disabilities (CSD). You may contact CSD by calling (860) 486-2020 or by emailing csd@uconn.edu. If your request for accommodation is approved, CSD will send an accommodation letter directly to your instructor(s) so that special arrangements can be made. (Note: Student requests for accommodation must be filed each semester.)
Blackboard measures and evaluates accessibility using two sets of standards: the WCAG 2.0 standards issued by the World Wide Web Consortium (W3C) and Section 508 of the Rehabilitation Act issued in the United States federal government. (Retrieved March 24, 2013 from [Blackboard's Accessibility Information](#))

### Software Requirements and Technical Help

#### Course technology requirements:

You will need a computer and reliable internet access as this is an online course. You are expected to be comfortable with the technology associated with this format of delivery. You will be expected to work with Microsoft Office 2007 or a later version, especially for Word, Power Point, and Excel. You should be able to access and open PDF files. You should also be able to open and play common audio and video file formats.

**Qualtrics:**

You will need to use Qualtrics to create and administer your surveys. To create your Qualtrics account please use your netid and password through the link provided on your course home page. This will give you access to the UConn licensed version. You should be familiar with Qualtrics. Link to tutorials is provided on the course site.

This course is completely facilitated online using the learning management platform, [HuskyCT](#). If you have difficulty accessing HuskyCT, online students have access to the in person/live person support options available during regular business hours in the Digital Learning Center ([www.dlc.uconn.edu](http://www.dlc.uconn.edu)). Students also have 24x7 access to live chat, phone and support documents through [www.ecampus24x7.uconn.edu](http://www.ecampus24x7.uconn.edu).

### Minimum Technical Skills

To be successful in this course, you will need the following technical skills:

- Use electronic mail with attachments.
- Save files in commonly used word processing program formats.
- Copy and paste text, graphics or hyperlinks.
- Work within two or more browser windows simultaneously.
- Open and access PDF files.
- Embed images in discussion posts.
- Successfully provide hyperlinks in posts and presentations.

Students should know the practical differences between various common features such as emailing, announcements, uploading, publishing, threaded discussion post, online quizzes, course calendar etc. Technology problems at the student’s end will not be accepted as a reason for missed deadlines.

University students are expected to demonstrate competency in Computer Technology. Explore the [Computer Technology Competencies](#) page for more information.
Students will be provided an opportunity to evaluate instruction in this course using the University's standard procedures, which are administered by the Office of Institutional Research and Effectiveness (OIRE).

Additional informal formative surveys may also be administered within the course as an optional evaluation tool.