

 FLORIDA ATLANTIC UNIVERSITY	COURSE CHANGE REQUEST Undergraduate Programs		UUPC Approval <u>4/29/24</u> UFS Approval _____ SCNS Submittal _____ Confirmed _____ Banner Posted _____ Catalog _____
	Department Marketing College Business		
Current Course Prefix and Number MAR4613		Current Course Title RI: Marketing Research and Information Systems	
<i>Syllabus must be attached for ANY changes to current course details. See <u>Template</u>. Please consult and list departments that may be affected by the changes; attach documentation.</i>			
Change title to: RI: Marketing Research and Consumer Analytics Change prefix From: To: Change course number From: To: Change credits* From: To: Change grading From: To: Change WAC/Gordon Rule status** Add <input type="checkbox"/> Remove <input type="checkbox"/> Change General Education Requirements*** Add <input type="checkbox"/> Remove <input type="checkbox"/> <small>*See <u>Definition of a Credit Hour</u>. **WAC/Gordon Rule criteria must be indicated in syllabus and approval attached to this form. See <u>WAC Guidelines</u>. ***GE criteria must be indicated in syllabus and approval attached to this form. See <u>Intellectual Foundations Guidelines</u>.</small>		Change description to: Change prerequisites/minimum grades to: Change corequisites to: Change registration controls to: Please list existing and new pre/corequisites, specify AND or OR and include minimum passing grade (default is D-).	
Effective Term/Year for Changes: Fall 2024		Terminate course? Effective Term/Year for Termination:	
Faculty Contact/Email/Phone Ann Root/aroot@fau.edu/561-297-4179			
Approved by Department Chair _____ College Curriculum Chair _____ College Dean _____ UUPC Chair _____ Undergraduate Studies Dean _____ UFS President _____ Provost _____		Date 4/9/2024 4-15-24 4/11/24 4/29/24 4/29/24 _____ _____	

Email this form and syllabus to miennine@fau.edu seven business days before the UUPC meeting.



FLORIDA ATLANTIC UNIVERSITY



Course Number – MAR 4613-001

CRN number 12228 - 3 credits

RI: Marketing Research and Consumer Analytics

Spring 2025

Class Location: BU 405

Class Meeting Time: Fridays, 11:00 A.M. to 1:50 P.M.

Professor Information

Name: Dr. Pradeep Korgaonkar

Office Address: LA448

Email address: korgaonk@fau.edu

Phone Number: 954-236-1348

Office Hours in Boca

Prior to Class: 9:00 A.M. to 10:50 A.M. or by appointment

Fleming 205

561-463-4124

Required Text and Materials

Marketing Research: An Applied Orientation, Dr. Malhotra, Prentice Hall, Seventh edition, ISBN 978-0-13-473484-2

Course Description

An introduction to procedures for defining marketing problems. Data gathering, analysis, and interpretation techniques and their integration into management decision processes are also discussed.

Course Prerequisites and Credit Hours

STA 2023 and MAR 3023

Supplemental Course Description

The course is an introduction to marketing research. It is intended to provide an understanding of the nature of marketing research process to current or future managers.

Research Intensive Course Designation and Requirements

This course contains an assignment or multiple assignments designed to help students conduct research and inquiry at an intensive level. If this class is selected to participate in the university-wide assessment program, students will be asked to complete a consent form and

submit electronically some of their research assignments for review. Visit the Office of Undergraduate Research and Inquiry (OURI) for additional opportunities and information at <http://www.fau.edu/ouri>.

Course Learning Objectives

A student satisfactorily completing this course should possess the following terminal competencies:

1. An understanding of the importance of marketing research, its role in the managerial marketing decisions.
2. An ability to competently evaluate marketing research programs and projects.
3. A significant portion of your time will be spent going beyond learning facts and discrete skills – learning how to identify and formulate marketing research problems, designing, and conducting research. The students will be using the SPSS software to analyze data and make marketing interpretations of the analysis.

Student Learning Outcomes

Research projects are expected to achieve all six of the following Student Learning Outcomes (SLOs):

SLO 1: Knowledge.

You will demonstrate content knowledge, core principles, and skills.

SLO 2: Formulate Questions.

You will formulate research questions, with integration of fundamental principles and knowledge in a manner appropriate to the marketing discipline.

SLO 3: Plan of Action.

You will develop and implement a plan of action to address research questions.

SLO 4: Critical Thinking.

Students will apply critical thinking skills to evaluate information, your own work, and the work of others.

SLO 5: Ethical Conduct

You will identify significant ethical issues in research and/or address them in practice.

SLO 6: Communication:

You will convey all aspects of your research (processes and/or products) in appropriate formats, venues, and delivery methods.

Exhibit 1: Integration of SLOs and Assignments

SLOs	Assignment Requirements and Assessments
SLO 1: Knowledge	The role of a marketing researcher includes technical proficiency, presentation skills and knowledge of marketing as well as knowledge of marketing research process. Given the applied nature of the discipline, students will also require knowledge of the research industry and role-marketing theory plays in applied practical research. The students will attain the vital knowledge in various ways. The technical knowledge is partly learned by running the SPSS statistical software and the assigned text materials. The text has several

	data based real cases from well-known companies such as IBM, Dell Computers, etc. The students learn to analyze the data from the cases and make presentations to the class as well. On some occasions industry leaders from the research departments will bring real world examples enhancing students' knowledge of current research practices.
SLO 2: Formulate Questions	The major portion of the grade (40%) will be a group project. It will allow the students to put in practice the six steps of the research process they will have learned during the semester. The first step is problem definition. This step requires them to analyze secondary data, discuss when appropriate the situation with practitioners, conduct person to person interviews, etc. This will allow students then to develop research questions and from the questions develop testable hypotheses.
SLO 3: Plan of Action	Students will develop and implement a group project that encompasses the six steps in the research process discussed in the assigned text as well as classroom pedagogy.: 1) outlines the nature and importance of the study; 2) presents a literature review useful in tracing and summarizing past research, defining constructs, and informing measurement decisions; 3) states hypotheses, 4) specifies the method of sample selection, 5) measurements and questionnaire design, 6) data analysis, write up and presentation of the final report.
SLO 4: Critical Thinking	Students will demonstrate critical thinking skills via two examinations designed to measure their knowledge of research process. The questions will be drawn from the critical thinking business cases available in the text as well as the end of chapter questions designed to measure the same. The text has several business cases bot quantitative with data as well as qualitative in content. The cases provide excellent real world materials to assist students in the development of critical thinking. The cases have several questions, which are geared to accomplish the measurement of critical thinking.
SLO 5: Ethical Conduct	The text as a chapter on ethics in marketing research as well as other supplementary information from outside sources will be used to convey and highlight the importance of ethics in research.
SLO 6: Communication	Students will engage in mastering the running of several statistical procedures via SPSS software installed on desktop computers in the computer lab.. The class will meet only in the computer lab where every student will learn every statistical procedure. Every student will be randomly asked to run the procedure and discuss the results by coming to the front of the class and leading the class discussion pertaining to the findings. Additionally, students will be making a power point presentation of the written group project. Oral and written reports will be used to assess proficiency in respective communication skills.

Florida Atlantic University's Undergraduate Research Symposium:

You are encouraged to submit the final research project to the Undergraduate Research Symposium held at Florida Atlantic University (Boca Raton campus) each Spring Semester. Use the following link for information: http://www.fau.edu/our/undergrad_symposium.php. **Those who are able to participate and present their project at the poster/PowerPoint presentation will earn an extra credit up to 10 points towards their group project grade.**

Statewide and National Opportunities to Present Your Research:

Use the following link to find statewide and national opportunities to present the research:
http://www.fau.edu/our/get_recognized.php

Grading Scale

90 and higher	A
85 – 89.99	B+
80 – 84.99	B
75 – 79.99	C+
70 – 74.99	C
65 – 69.99	D+
60 – 64.99	D
Anything below 60	F

Course Evaluation Method

GRADE COMPOSITION: 30% 1st Exam....February 24th, 2023
 30% 2nd Exam...April 28th, 2023
 40% A Group Project

Exams will be based on the lectures and the text. The first exam will be reviewed in class. For a group project, the students in class will form groups of no more than five students in a group. The students are required to discuss and seek approval of each phase of the project prior to initiating it. Each group will conduct a survey project encompassing materials learned in class such as designing a survey, collecting data, coding and analyzing data using SPSS software, writing and presenting the project and its findings to the class. The contribution made by each individual student to the group project is measured via a) professor's interactions with the students during the entire process of formulating the research problem at the beginning thru the end of the project, i.e. 'Soup to Nuts,' b) the group members will indicate in writing contributions made by each member including themselves to the project numerically. The total of all participants together must equal 100 percent, c) the presentation of the group project by the student. The student will be quizzed by the class and the professor pertaining to their project. The handling of the questions by the student will form the third component of the individual grade for the project.

2nd Exam: December 12th, 2022

Additional Course Policies

Ethics Training

The highest ethical behavior is critical to the success of a good research outcome.

In addition to the book and class discussions on ethics in marketing research the students are encouraged to complete the online CITI training of academic research available at <http://www.fau.edu/graduate/events/citi-training.php>. It is not mandatory but highly recommended.

Missing Exams

A make-up exam may be provided based on the legitimacy of the reason.

Attendance Policy

If you miss three (3) or more classes, you will fail the course. Students are expected to attend all of their scheduled University classes and to satisfy all academic objectives as outlined by the instructor. The effect of absences upon grades is determined by the instructor, and the University reserves the right to deal at any time with individual cases of non-attendance.

Students are responsible for arranging to make up work missed because of legitimate class absence, such as illness, family emergencies, military obligation, court-imposed legal obligations or participation in University-approved activities. Examples of University-approved reasons for absences include participating on an athletic or scholastic team, musical and theatrical performances and debate activities. It is the student's responsibility to give the instructor notice prior to any anticipated absences and within a reasonable amount of time after an unanticipated absence, ordinarily by the next scheduled class meeting. Instructors must allow each student who is absent for a University-approved reason the opportunity to make up work missed without any reduction in the student's final course grade as a direct result of such absence.

Additional Course Policies:

Etiquette and/or Netiquette Policy

Use of a cellphone/smartphone during class is not allowed. Use of a laptop/notebook during class is allowed only for class work. Failure to disobey the policy will lower the course grade.

Anti-plagiarism Software

Cheating is an affront to decency. Its corrosive effects build cynicism by rewarding the unworthy. The result quickly undermines academic integrity. Consequently, please be assured that questionable actions will be closely monitored during examinations and any ethical infractions will be aggressively pursued and severely punished. This not only applies to copying the efforts of others and the use of crib notes, but also includes allowing others to copy off of your exam and students who attempt to steal examinations.

Students accused of such irregularities will be notified by mail, not during the exam. It could lead to expulsion from the university. Written components of any assignment or project may be submitted to anti-plagiarism software to evaluate the originality of the work. Any students found to be submitting work that is not their own will be deemed in violation of the University's honor code discussed above.

Course Outline

<u>CLASS DATES</u>	<u>CHAPTERS</u>
January 13	Chapters 1,2
January 20th	Chapters 3, 4,5,6
January 27th	Chapters 7,8
February 3rd	Chapters 9, 10,
FEBRUARY 6th	Last Day to Withdraw with Tuition Adjustment
February 10th	Chapters 11, 12, 13,
February 17th	Chapter 13
February 24 th	Exam # 1
March 3rd	Chapters 14, 15

March 10th	Chapter 15
March 17th	Chapter 16, Group Project
MARCH 24th, Last Day to Drop with a “W”	
March 24th	Chapter 17, Group Project
March 31st	Group Project
April 7th	Group Project /Presentation
April 14th	Presentation
April 21 st	Presentation
April 28 th	Exam # 2, Final Exam

Selected University and College Policies

Code of Academic Integrity Policy Statement

Students at Florida Atlantic University are expected to maintain the highest ethical standards. Academic dishonesty is considered a serious breach of these ethical standards, because it interferes with the university mission to provide a high quality education in which no student enjoys an unfair advantage over any other. Academic dishonesty is also destructive of the university community, which is grounded in a system of mutual trust and places high value on personal integrity and individual responsibility. Harsh penalties are associated with academic dishonesty. For more information, see [University Regulation 4.001](#).

Disability Policy Statement

In compliance with the Americans with Disabilities Act Amendments Act (ADAAA), students who require reasonable accommodations due to a disability to properly execute coursework must register with Student Accessibility Services ([SAS](#)) and follow all SAS procedures—in Boca Raton, SU 133 (561-297-3880); in Davie, LA 131 (954-236-1222); or in Jupiter, SR 110 (561-799-8585) —Their web site is: <https://fau.edu/sas/>.

Counseling and Psychological Services (CAPS) Center

Life as a university student can be challenging physically, mentally and emotionally. Students who find stress negatively affecting their ability to achieve academic or personal goals may wish to consider utilizing FAU's Counseling and Psychological Services (CAPS) Center. CAPS provides FAU students a range of services – individual counseling, support meetings, and psychiatric services, to name a few – offered to help improve and maintain emotional well-being. For more information, go to <http://www.fau.edu/counseling/>

Religious Accommodation Policy Statement

In accordance with rules of the Florida Board of Education and Florida law, students have the right to reasonable accommodations from the University in order to observe religious practices **and beliefs with regard to admissions, registration, class attendance and the scheduling of examinations and work assignments.** For further information, please see [Academic Policies and Regulations](#) 2.007 at: FAU Regulation 2.007

University Approved Absence Policy Statement

In accordance with rules of the Florida Atlantic University, students have the right to reasonable accommodations to participate in University approved activities, including athletic or scholastics teams, musical and theatrical performances and debate activities. It is the student's responsibility to notify the course instructor at least one week prior to missing any course assignment.

College of Business Minimum Grade Policy Statement

The minimum grade for College of Business requirements is a "C". This includes all courses that are a part of the pre-business foundation, business core, and major program. In addition, courses that are used to satisfy the university's "Writing Across the Curriculum" and Gordon Rule math requirements also have a minimum grade requirement of a "C". Course syllabi give individualized information about grading as it pertains to the individual classes.

Incomplete Grade Policy Statement

A student who is passing a course, but has not completed all work due to exceptional circumstances, may, with consent of the instructor, temporarily receive a grade of incomplete ("I"). The assignment of the "I" grade is at the discretion of the instructor, but is allowed only if the student is passing the course.

The specific time required to make up an incomplete grade is at the discretion of the instructor. However, the College of Business policy on the resolution of incomplete grades requires that all work required to satisfy an incomplete ("I") grade must be completed within a period of time not exceeding one calendar year from the assignment of the incomplete grade. After one calendar year, the incomplete grade automatically becomes a failing ("F") grade.

Withdrawals

Any student who decides to drop is responsible for completing the proper paper work required to withdraw from the course.

Grade Appeal Process

A student may request a review of the final course grade when s/he believes that one of the following conditions apply:

- There was a computational or recording error in the grading.
- Non-academic criteria were applied in the grading process.
- There was a gross violation of the instructor's own grading system.

The procedures for a grade appeal may be found in [Chapter 4 of the University Regulations](#) , FAU Regulations 4.002

Disruptive Behavior Policy Statement

Disruptive behavior is defined in the FAU Student Code of Conduct as "... *activities which interfere with the educational mission within classroom.*" Students who behave in the classroom such that the educational experiences of other students and/or the instructor's course objectives are disrupted are subject to disciplinary action. Such behavior impedes students' ability to learn or an instructor's ability to teach. Disruptive behavior may include, but is not limited to: non-approved use of electronic devices (including cellular telephones); cursing or shouting at others in such a way as to be disruptive; or, other violations of an instructor's expectations for classroom conduct.

Faculty Rights and Responsibilities

Florida Atlantic University respects the right of instructors to teach and students to learn. Maintenance of these rights requires classroom conditions which do not impede their exercise. To ensure these rights, faculty members have the prerogative:

- To establish and implement academic standards
- To establish and enforce reasonable behavior standards in each class
- To refer disciplinary action to those students whose behavior may be judged to be disruptive under the Student Code of Conduct.