

MKT 421 - Market Research (Online)

Instructor Information

Name: Megan Ormon

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****THIS SYLLABUS AND ITS' CONTENTS ARE SUBJECT TO CHANGE AT ANY TIME THROUGHOUT THE SEMESTER**** Updates to the syllabus will be posted in the Announcements section of our Blackboard site.

Welcome to Market Research!

Research is a necessary component for making business decisions. Therefore, regardless of industry, professionals need to know how to conduct research properly as well as be able to recognize appropriate methodologies and sound techniques given a research objective at hand.

This course provides students the steps used by professionals when conducting market research. Instruction is given on defining the objective, secondary research, qualitative primary research, survey development, sampling techniques, survey distribution, data analysis and communicating results.

By the end of the course, students will be able to conduct professional-level research needed in today's business environments as well as be able to identify the usefulness of research conducted by others.

Texts and Materials

This course uses a digital textbook, supplemental presentations, chapter assignments, quizzes, as well as a comprehensive project and test, all of which can be accessed at <https://edify.stukent.com/app/login>.

Learning Objectives

The following topic list will be the focus of our semester together:

The Purpose of Market Research

Defining the Research Objective

Secondary Research

Qualitative Primary Research

Survey Development

Sampling Techniques

Survey Distribution

Descriptive Data Analysis

Inferential Data Analysis

Communicating Results

Grading Policy

The assessment and grading system is intended to reflect student learning and performance.

Assignments	31%	8 assignments @ 25 points each =	200 pts
Course Project	69%	7 project parts @ varying points each =	450 pts

Course Schedule

Week	Topics	Reading/ Lecture Series	Assignments/Project	Due Date
1 Aug. 23rd	The Purpose of Market Research	Chapter 1	• Activate Stukent account • Ch. 1 Assignment	August 29 th at 11:59pm
2 Aug. 30th	Defining the Research Objective	Chapter 2	• Comprehensive Market Research Project Part 1	September 5 th at 11:59pm
3 Sept. 7th	Secondary Research	Chapter 3	• Ch. 3 Assignment	September 12 th at 11:59pm
4 Sept. 13th	Secondary Research		• Comprehensive Market Research Project Part 2	September 19 th at 11:59pm
5 Sept. 20th	Qualitative Primary Research	Chapter 4	• Ch. 4 Assignment	September 26 th at 11:59pm
6 Sept. 27th	Qualitative Primary Research		• Comprehensive Market Research Project Part 3	October 3 rd at 11:59pm
7 Oct. 4th	Survey Development	Chapter 5	• Ch. 5 Assignment	October 10 th at 11:59pm
8 Oct. 11th	Survey Development		• Comprehensive Market Research Project Part 4	October 17 th at 11:59pm
9 Oct. 18th	Sampling Techniques	Chapter 6	• Ch. 6 Assignment	October 24 th at 11:59pm

10 Oct. 25th	Sampling Techniques		• Comprehensive Market Research Project Part 5	October 31 st at 11:59pm
11 Nov. 1st	Survey Distribution	Chapter 7	• Comprehensive Market Research Project Part 6	November 7 th at 11:59pm
12 Nov. 8th	Descriptive Data Analysis	Chapter 8	• Ch. 8 Assignment	November 14 th at 11:59pm
13 Nov. 15th	Inferential Data Analysis	Chapter 9	• Ch. 9 Assignment	November 21 st at 11:59pm
14 Nov. 22nd	THANKSGIVING BREAK!		<i>No assignments due</i>	
15 Nov. 29th	Communicating Results	Chapter 10	• Ch. 10 Assignment	December 5 th at 11:59pm
16 Dec. 6th	Communicating Results		• Comprehensive Market Research Project Part 7 – The Final Report!	December 8 th at 11:59pm

Comprehensive Project

You will work in teams on behalf of a client to help address that client's research objective. As is typical in market research, you will first collect secondary research (information that exists) followed by primary research (original research collected by your team). Your research team will be responsible for the following components:

- Selecting (or determining) a client and research objective
- Developing a secondary research report
- Crafting a focus group moderator's guide
- Developing a survey draft
- Determining an appropriate sample size and plan for your survey
- Programming and distributing your team's survey using online survey software
- Analyzing survey results
- Developing a comprehensive primary research report with client recommendations

MAKE-UP ASSIGNMENTS AND/OR EXAMS:

ONLY University-excused absences will be accepted, and they are listed below:

- Death in the family – obituary or funeral notice is required.
- Illness – Doctor's note is required.

- Other University Excused Absence – emergency school closure, student athlete participating in their event, other class trips/events (required memo/letter/note from trip sponsor or professor.)

In all cases, **discussion with me PRIOR to missing an assignment or exam and proper documentation will allow for any late submissions.**

CHEATING

Cheating will NOT be tolerated in this course. No exceptions. Students found cheating will fail the course.

ADA Accommodations

In compliance with University policy, students with disabilities who require academic and/or auxiliary accommodations for this course must contact the Student Accessibility Resource Center located in Downing Student Union, Room 1074. The SARC can be reached by phone number at 270-745-5004 [270-745-3030 TTY] or via email at sarc.connect@wku.edu. Please do not request accommodations directly from the professor or instructor without a faculty notification letter (FNL) from The Student Accessibility Resource Center.

Title IX/ Discrimination & Harassment

Western Kentucky University (WKU) is committed to supporting faculty, staff and students by upholding WKU's [Title IX Sexual Misconduct/Assault Policy](#) (#0.2070) and [Discrimination and Harassment Policy](#) (#0.2040). Under these policies, discrimination, harassment and/or sexual misconduct based on sex/gender are prohibited. If you experience an incident of sex/gender-based discrimination, harassment and/or sexual misconduct, you are encouraged to report it to the Title IX Coordinator, Andrea Anderson, 270-745-5398 or Title IX Investigators, Michael Crowe, 270-745-5429 or Joshua Hayes, 270-745-5121. Please note that while you may report an incident of sex/gender based discrimination, harassment and/or sexual misconduct to a faculty member, WKU faculty are "Responsible Employees" of the University and MUST report what you share to WKU's Title IX Coordinator or Title IX Investigator. If you would like to speak with someone who may be able to afford you confidentiality, you may contact WKU's [Counseling and Testing Center](#) at 270-745-3159.

WKU Counseling and Testing Center

The university experience should be challenging, but not overwhelming. To this end, the WKU Counseling Center provides a variety of services to help strengthen students' capacity to tolerate distress, form healthy relationships, and seek healthy expressions of their ideals and values. If you would like to speak with someone, you may contact WKU's [Counseling and Testing Center](#) at 270-745-3159 or use their Here To Help service at <https://www.wku.edu/heretohelp/heretohelpemail.php>. If you need immediate help, please visit the Counseling Center in 409 Potter Hall or call the 24-hour emergency help line at 270-843-4357.

COVID-19 University Statement:

All students are strongly encouraged to [get the COVID-19 vaccine](#). Out of respect for the health and safety of the WKU community and in adherence with CDC guidelines and practices of all public universities and colleges in [Kentucky](#), the University requires that a cloth face covering (reusable or disposable) that covers both the nose and mouth must be worn at all times when in public areas within all buildings. Students must properly wear face coverings while in class regardless of the room size or the nature of the classroom activities. Students who fail to wear a face covering as required will be in violation of the WKU Student Code of Conduct and will be asked to comply or will face disciplinary action, including possible dismissal from the University. Accommodations can be requested in special cases through the Student Accessibility and Resource Center ([SARC](#)): [270-745-5004](#) (voice), [270-745-3030](#) (TTY), or [270-288-0597](#) (video).

All students must immediately report a positive Covid-19 test result or close contact with a person who has tested positive to the Covid-19 Assistance Line at 270-745-2019. The assistance line is available to answer questions regarding any Covid-19 related issue. This guidance is subject to change based on requirements set forth by public health agencies or the office of the governor. Please refer to the Healthy on the Hill website for the most current information. www.wku.edu/healthyonthehill