



# DOANE UNIVERSITY SYLLABUS

<b>Course Title</b>	Market Research
<b>Course Number</b>	BUS 452
<b>Number of Credits</b>	3
<b>Course Dates</b>	3/9/20 - 5/9/20
<b>Instructor</b>	Pete Poppert
<b>Email Address</b>	Pete.Poppert@Doane.edu
<b>Office Hours/Availability</b>	Accessible by email, phone or text anytime
<b>Phone Number</b>	402-417-4329 Phone & texts
<b>Textbook Information: (e.g. title, edition, publisher, ISBN)</b>	<b>Essentials of Marketing Research, 4<sup>th</sup> Edition</b> Joseph Hair, Mary Wolfenbarger Celsi, David Ortinau and Robert Bush ISBN 13: 978-0-07-811211-9 Publisher: McGraw Hill
<b>Additional Course Materials</b>	N/A
<b>Course Description</b>	An examination of the methods and principles of investigation and analysis used by manufacturers and middlemen in solving problems of marketing policies, product markets, channels, sales effort, and advertising. This course includes planning investigations; gathering, organizing, and interpreting data; and presentation of findings.
<b>Program Outcomes</b>	a. Develop and use analytical and creative thinking skills to gather and analyze information, to identify and solve problems, to determine potential outcome alternatives, and to make appropriate decisions  b. Gain knowledge and understanding of the theories of marketing and the ability to apply those theories to situations in the workplace  c. Gain knowledge and understanding of the ethical and legal issues involved in marketing  d. Gain knowledge and understanding of the various components of a business enterprise and the interrelationship of those components

	e. Gain knowledge and understanding of the nature of change and develop a willingness to anticipate, adapt, and respond effectively to change
<b>Course Learning Outcomes/Objectives</b>	1) planning investigations; 2) gathering, organizing, and interpreting data; and 3) presentation of findings
<b>Technology Requirements</b>	<a href="https://www.doane.edu/faq/minimum-computer-requirements">https://www.doane.edu/faq/minimum-computer-requirements</a>

<b>Week or Module</b>	<b>Topic</b>	<b>Content</b>	<b>Assessments Matched to Learning Outcomes</b>	<b>Due Date &amp; Time</b>
Week 1 – Module 1 3/10/20	Introduction to Marketing Research	Read Chapters—1 & 2	✓ Multiple Choice Quiz (LO 1-6); ✓ Assignment #1	Week 2 by 11:59 pm
Week 2 – Module 2 3/17/20	Secondary Research overview	Read Chapters—3 & 4	✓ Multiple Choice Quiz (LO 1-6); ✓ Assignment #2	Week 3 by 11:59 pm
Week 3 – Module 3 3/24/20	Primary Research overview	Read Chapters—5 & 6	✓ Multiple Choice Quiz (LO 1-6); ✓ Assignment #3	Week 4 by 11:59 pm
Week 4 – Module 4 3/31/20	Qualitative Research	Read Chapters—7 & 8	✓ Multiple Choice Quiz (LO 1-6); ✓ Assignment #4	Week 5 by 11:59 pm
Week 5 – Module 5 4/7/20	Quantitative Research	Read Chapters—9 & 10	✓ Multiple Choice Quiz (LO 1-6); ✓ Assignment #5	Week 6 by 11:59 pm
Week 6 - Module 6 4/14/20	Developing a survey questionnaire	Read Chapter—10, 11 & 12	✓ Multiple Choice Quiz (LO 1-6); ✓ Assignment #6	Week 7 by 11:59 pm
Week 7 – Work on Final Project Paper 4/21/20	Developing a Market Research Plan	Work on Final Project Paper	✓ Review Final Project paper ✓ Review Final Project presentation	Week 8 by 6:00 pm
Week 8 – Final Project Presentations 4/28/20		Deliver Final Project Presentation		
Week 9 5/5/20		Grades due		

## Grading Assessments

Type of Assessment	Points	Total possible points
Definition and Concept term multiple choice quiz	30 points per quiz	180 points
Weekly assignments	50 points per assignment	300 points
Final Project Paper	100 points	100 points
Final Project Presentation	100 points	100 points
<b>Total Graded Points</b>		680 points

## Grade Scale

%	Letter	Points
93%	A	632
83%	B	564
73%	C	496
63%	D	428
0%	F	0

<b>Participation Policy</b>	A student is expected to be prompt and regularly attend on-ground classes in their entirety. Regular engagement is expected for on-line courses. Participation in class discussions is an integral part of your grade.
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	Students must notify the instructor by 4:00 the day of class to be considered excused.
<b>Study Time</b>	Expectation of the amount of time the course requires students to spend preparing and completing assignments. Typically, students could expect to spend approximately 12 hours a week preparing for and actively participating in this 8-week 3 credit hour course. This actual time for study varies depending on students' backgrounds.
<b>Late Work</b>	The student must inform and get permission for late quizzes and assignments. Failure to notify the instructor will result in a 10% reduction in points available.
<b>Submitting Assignments</b>	All assignments, quizzes and projects must be submitted via Blackboard. No email or in class submissions will be allowed.
<b>Communication Policy including Assignment Feedback</b>	All assignments will be graded before the next class meets.
<b>Academic Integrity Policy</b>	<p>Doane University expects and requires all its students to act with honesty and integrity and respect the rights of others in carrying out all academic assignments. Academic dishonesty, the act of knowingly and willingly attempting or assisting others to gain academic success by dishonest means, is defined in four categories:</p> <ol style="list-style-type: none"> <li>1. Cheating - "Intentionally using or attempting to use unauthorized information or study aids in an academic exercise."</li> <li>2. Fabrication - "Intentional and unauthorized falsification of invention or any information or citation in an academic exercise."</li> <li>3. Facilitating Academic Dishonesty - "Intentionally or knowingly helping or attempting to help another to commit an act of dishonesty," and/or coercing others to do the same.</li> <li>4. Plagiarism - "Intentionally or knowingly representing the words or ideas of another as one's own in any academic exercise," in both oral and written projects.</li> </ol> <p>Gehring, D., Nuss, E.M., &amp; Pavela, G. (1986). Issues and perspectives on academic integrity. Columbus, OH: National Association of Student Personnel Administrators</p> <p>For more information on the sanctions for academic dishonesty, please visit the website:  <a href="http://catalog.doane.edu/content.php?catoid=18&amp;navoid=1448#Academic_Dishonesty">http://catalog.doane.edu/content.php?catoid=18&amp;navoid=1448#Academic_Dishonesty</a></p>
<b>Academic Support</b>	Please contact academicsupport@doane.edu <a href="https://www.doane.edu/graduate-and-adult/academic-support">https://www.doane.edu/graduate-and-adult/academic-support</a>
<b>Disability Services</b>	<a href="https://www.doane.edu/disability-services">https://www.doane.edu/disability-services</a> Doane University supports reasonable accommodations to allow participation by individuals with disabilities. Any request for accommodation must be initiated by the student as soon as possible. Each student receiving accommodations is

	responsible for his or her educational and personal needs while enrolled at Doane University.
<b>Military Services</b>	<a href="https://www.doane.edu/graduate-and-adult/military">https://www.doane.edu/graduate-and-adult/military</a>
<b>Anti-Harassment Policy</b>	<a href="http://catalog.doane.edu/content.php?catoid=5&amp;navoid=452">http://catalog.doane.edu/content.php?catoid=5&amp;navoid=452</a>
<b>Grade Appeal Process</b>	<a href="http://catalog.doane.edu/content.php?catoid=5&amp;navoid=238">http://catalog.doane.edu/content.php?catoid=5&amp;navoid=238</a>
<b>Credit Hour Definition</b>	Doane University follows the federal guideline defining a credit hour as one hour (50 minutes) of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work each week for approximately fifteen weeks (one semester), or the equivalent amount of work over a different time period (e.g., an 8-week term). This definition applies to courses regardless of delivery format, and thus includes in-person, online, and hybrid courses (combination of in-person and online). It also applies to internship, laboratory, performance, practicum, research, student teaching, and studio courses, among other contexts.
<b>Syllabus Changes</b>	Circumstances may occur which require adjustments to the syllabus. Changes will be made public at the earliest possible time.