

BUS 454 – MARKET RESEARCH AND INFORMATION

Course Syllabus

Instructor Information

Instructor: Cherol Hudak, M.B.A
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Course Delivery

Online, Semester-based

Credit Hours

3 Semester Hours

Course Prerequisites

BUS 304 - Principles of Marketing and BUS 318 – Business Statistics

Course Time Limits

All Semester-based courses follow a 16 week calendar as detailed in the Course Schedule.

You should expect to spend as much time on an online course as you do in a face-to-face course. As a rough guide, you should plan to spend six to ten hours per week on this course. The actual amount of time will vary from individual to individual. This estimate includes the time you spend in reading, discussions, and assignments.

Course Materials

Textbooks can be purchased from the Adams State University Bookstore. To order textbooks or obtain information about book titles, you may go to exstudies.adams.edu and click on the "Bookstore" link. Select "DISTLEARN" from the department menu. (<http://adams.edu/students/sub/bookstore/>)

Use **Section Number: 1517** to order books from Bookstore site. This should provide the correct textbook information and ordering options.

If you have questions, you can contact the Bookstore at 719-587-7981, email at asubookstore@adams.edu or by mail to Adams State University Bookstore, 208 Edgemont Blvd., Suite 3140, Alamosa, CO 81101.

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Required Textbook:

McDaniel, C. D. & Gates, R. H. (2013). Marketing Research Essentials (8th ed.). Hoboken, N.J.: John Wiley and Sons, Inc. ISBN: 978-1-118-24932-1

Optional Textbook:

Publication Manual of the American Psychological Association (6th Edition). ISBN: 978-1-4338-0561-5

Catalog Description

Marketing research is the study of theory and methods used in marketing research to address marketing problems. Students will be prepared to complete research projects from problem formulation to writing a marketing research report and evaluate research performed by others.

Student Learning Outcomes

Upon completion of this course, the student will be able to:

- Design questionnaires.
- Correct, analyze, and interpret data.
- Write marketing research reports.
- Communicate research needs to a professional researcher and evaluate the research report.

Course Requirements

Syllabus Assignment

When you have finished reading the entire syllabus, please send me an email acknowledging that you have read and understand the information included. Failure to do so will result in a 20 point penalty which will be taken off your final grade.

Reading Assignments

Each unit will contain specific reading assignments from the text book as well as links to videos. You are responsible for reading and viewing all materials.

Discussion Board

Online discussions are mandatory in this course. Full participation is necessary for you to receive an A in the class. You must make an initial post followed by a response to the posts of at least two other students. All initial discussion posts must be made by 11:59pm (MST/MDT) on the **first** Sunday of the module. It is important that you not only

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post ahead of the deadline but also that you post early as this gives other students time to respond. You must also respond back to all questions and comments about your post. The discussion will close at 11:59pm (MST/MDT) on the **second** (and last) Sunday of the module. When posting your discussions please type your comments directly into the discussion forum. **Do not** use attachments for discussion postings.

Discussion posts should be between 150 and 250 words. Please be courteous when posting and avoid sarcasm and irony as they are easily misunderstood online. Discussions are worth 25 points each. There is a total of 10 discussion posts required, two of which are not graded. An evaluation rubric for discussions is included below as well as netiquette expectations.

Written Assignments

Assignments: All assignments are worth 50 points each. Assignments are specific to the module and detailed directions are provided within each module. In general, use APA formatting including Times New Roman or Arial font, 12 point font size, and double-spaced. For essay assignments you must include a title page and use headings and subheadings whenever possible. For question assignments your answers must be well thought out and thorough and you must meet the page requirement.

When assignment is complete, name the file as follows:
yourlastnamemoduleassignment, save as an .rtf file and submit through the assignment tab in the module you are in. An evaluation rubric is included below.

Final Project: For your final project you will provide an informal marketing research report based on a completed survey. The report must include graphic representation of data (a chart for each question is required) as well as a 1-2 page written summary of the findings. The final project is worth 100 points.

Plagiarism is a serious academic offense. Please avoid the consequences of academic dishonesty by citing all sources that you use in your work. Be advised that your papers are subject to plagiarism detection programs (see Academic Integrity within this syllabus).

Late Policy

Five points per day will be subtracted for each late assignment.

You will have access to all course materials, EXCEPT discussions, from the start of the course to the end. You may look and study ahead, or go back and review, at any time during the course. All assignments, including discussion boards, have set due dates. Due dates are as of 11:59 PM MDT/MST on that date. Discussion boards will terminate on the day following the assignment due date as shown in the learning modules area. You may continue your discussions throughout the course, but further postings will not be graded.

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All written work is subject to plagiarism detection software review. Identified instances of cheating or plagiarism will follow the Academic Integrity statement in the Syllabus.

Grade Distribution and Scale

In alignment with ASU academic policies, no D may apply to a major or minor field.

Grade Distribution:

Activity	Points Possible
Discussions (8 x 25)	200
Assignments (14 x 50)	700
Final Project	100
Total Points Possible	1000

Grade Scale:

900-1000 points	90-100%	A
800-899 points	80-89%	B
700-799 points	70-79%	C
600-699 points	60-69%	D
Below 600 points	59% and below	F

ADA Statement

Adams State University complies with the Americans with Disabilities Act and Section 504 of the Rehabilitation Act. Adams State University is committed to achieving equal educational opportunities, providing students with documented disabilities access to university programs. In order for a course to be equally accessible to all students, different accommodations or adjustments may need to be implemented. The Office of Disability Services (ODS) is located in Richardson Hall, Suite 3-100, by mail at 208 Edgemont Blvd., Suite 3-100, Alamosa, CO 81101, by email at odsd@adams.edu, or by calling 719-587-7746. They are your primary resource on campus to discuss the qualifying disability, help you develop an accessibility plan, and achieve success in your courses. Please communicate with them as early as possible; this can be in person, via email, or by phone. The Disability Services Coordinator shall either provide you letters to give to your professors for accommodations or email these letters out to you and your professors.

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Academic Integrity

In accordance with Academic Policy 100-03-01, Adams State University, to preserve academic integrity, does not tolerate academic dishonesty (misconduct). Every student is required to practice and adhere to the principle of ACADEMIC INTEGRITY while undertaking studies at Adams State University. Students and faculty at Adams State University value academic honesty as a virtue essential to the academic process. Cheating, plagiarism, unauthorized possession or disposition of academic materials, or the falsification or fabrication of one's academic work will not be tolerated.

Any offense will result in a zero for the exam, lesson, or exercise in question and will result in failure of the course. Please refer to the ASU Extended Studies Academic Integrity website for more information including the student handbook: [Academic Integrity at Adams State University](#).

All written work is subject to plagiarism detection software review.

Student Identity Verification

Adams State University utilizes a variety of methods to verify the identity of students enrolled in courses, including but not limited to: secure logins and pass codes, proctored exams, security questions, and other technologies and practices that are effective in verifying student identity. Some of these methods may incur an extra cost to students; associated costs will be outlined in the course syllabus, other University documents, and on the University website. Adams State University reserves the right to request additional government-issued documentation of identity from students for the purpose of ensuring that the person enrolled in the course is the person completing assignments, exams, and all other course requirements. Any student engaged in incidents of student identity fraud may face reprimand, disciplinary warning, a lowered or failing grade(s), and/or probation, or suspension from the course, academic program or University, or expulsion from the University.