BUS 454 – MARKET RESEARCH AND INFORMATION

SYLLABUS

Instructor: Professor Cherol Hudak, M.B.A.
E-mail: cherollhudak@adams.edu
Phone: 719-588-9815
Address: P.O. BOX 1153
Alamosa, CO 81101

COURSE DELIVERY:

Print-Based Correspondence Course

CREDIT HOURS:

Three Semester Hours

PREREQUISITES:

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

COURSE TIME LIMITS:

The minimum course completion time for a three credit hour, print-based correspondence course is six weeks from the date of enrollment.

All correspondence courses have a maximum course completion deadline of one year from the date of registration.

You should expect to spend as much time on a correspondence 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, 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: 1519 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.
Required Textbook:


Optional Textbook (highly recommended):


**CATALOG DESCRIPTION:**

Market Research and Information 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:

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

**COURSE REQUIREMENTS:**

**Syllabus Agreement**

When you have finished reading the entire Syllabus, please complete the Syllabus Agreement (located on page 13 of this Study Guide) acknowledging that you have read and understand the information included here within. Email or mail a copy to me with your Unit 1 assignments. **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. You are responsible for reading all materials.

**Written Assignments**

Each assignment is specific to the unit and detailed directions are provided within each unit. In general, use APA formatting including Times New Roman or Arial and 12-point font and
double-spacing. For essay assignments, you must include a title and use headings and subheadings whenever possible. When you complete an assignment, either send by email (preferable) or send by U.S. Postal Service mail to the address at the top of the syllabus to my attention. All assignments are worth 50 points each. An evaluation rubric is included below.

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.

**Final Essay**
For the final, you will write a 3-5 page essay describing in detail the eight steps involved in the marketing research process. Use APA style formatting. Title the paper and use headings and subheadings whenever possible. A cover page must be included. When you complete the final essay, submit as noted above. The final essay is worth 100 points. An evaluation rubric for is included below.

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:**

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<thead>
<tr>
<th>Activity</th>
<th>Points Possible</th>
<th>Percentage of Grade</th>
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<tbody>
<tr>
<td>Assignments (18 x 50)</td>
<td>900</td>
<td>90%</td>
</tr>
<tr>
<td>Final Essay</td>
<td>100</td>
<td>10%</td>
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<tr>
<td>Total Points Possible</td>
<td>1000</td>
<td></td>
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</tbody>
</table>

**Grade Scale:**

<table>
<thead>
<tr>
<th>Points Range</th>
<th>Percentage Range</th>
<th>Grade</th>
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</thead>
<tbody>
<tr>
<td>900 – 1000 points</td>
<td>90-100%</td>
<td>A</td>
</tr>
<tr>
<td>800 – 899 points</td>
<td>80-89%</td>
<td>B</td>
</tr>
<tr>
<td>700 – 799 points</td>
<td>70-79%</td>
<td>C</td>
</tr>
<tr>
<td>600 – 699 points</td>
<td>60-69%</td>
<td>D</td>
</tr>
<tr>
<td>Below 600 points</td>
<td>59% and below</td>
<td>F</td>
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**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,
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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.

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.