



THE UNIVERSITY OF TEXAS AT TYLER  
Soules College of Business



Fall 2022

**MARK 4380.001 Marketing Research**  
**Category Management Certified Course**

T/TH 11am-12:20 pm | COB251

**INSTRUCTOR INFORMATION**

Name: Dr. Kay Byun (PhD, MBA, MA)  
Office: COB 350.43  
e-mail: [kbyun@uttyler.edu](mailto:kbyun@uttyler.edu) (primary)  
Office Hours (Zoom): T/Th 12:30 pm – 2:00 pm or by appointment

**COURSE INFORMATION**

**Course Description**

This course provides knowledge on scientific marketing research methods with an emphasis on collection, analysis, and interpretation of data in order to build students' ability to solve marketing problems.

**Course Objectives / Expected Learning Outcomes**

Upon completion of this course, each student should be able to:

- Define and provides importance of marketing research
- Define a marketing problem and set appropriate research design
- List the relevance of secondary data in marketing
- Compare the advantages and disadvantages of major primary data collection methodologies (survey, focus group, observation, experiments)
- Assess, evaluate, interpret, and communicate research findings.
- Exhibit advanced skills in spreadsheets
- Explain characteristics of syndicated panel data and its benefits for marketing research
- Report results of marketing research in a professional manner

**Prerequisites**

**MARK 3311 (Principles of Marketing)** and **MATH 1342 (Statistics)** or **GENB2300(Business Stats)** Final class rosters will be reviewed after Drop/Add. Any student not meeting prerequisites will be administratively withdrawn from the class.

## REQUIRED Textbook & Course Materials



**(Required 1) Textbook: Essentials of Marketing Research (5th Ed.)**  
by Joseph Hair, Jr., David Ortinau, & Dana Harrison

ISBN-13: 978-1260575781 | ISBN-10: 1260575780



### **(Required 2) Certified Professional Category Analyst Modules:**

This course is proudly certified by the [Category Management Association](#). This certification program aims to solidify category knowledge and lay the foundation for success in the category management field by emphasizing industry knowledge, history, and basic data analysis. The skills and category expertise developed through the course can help students to establish themselves as front-line resources for retail business. The Category Management positions are highly demanded in the industry. For more information, you can visit Category Management Association at <http://www.catman.global/certification/certification-overview>.

Four Marketing courses at University of Texas at Tyler include a required component in which the student will complete an online certification from the Category Management Association. These modules are part of **10 Certified Professional Category Analyst (CPCA) modules** certified throughout various marketing courses, which will culminate in making the students be eligible to sit for a final Category Management exam outside of University of Texas at Tyler where, upon successfully passing the exam, the student will become a **Certified Professional Category Analyst**.

**Access:** Students will get an email containing the access information such as **ID and Password** from Learning Evolution (Nancy Lambert at [lambert@nlearningevolution.com](mailto:lambert@nlearningevolution.com) in charge of the modules). All modules will be available after the welcome email is received. All questions regarding the access or technical issues should be addressed to her. With the access information, students will complete the module at <https://lesq.elliportal.com/>. Upon completion, the student will receive a certificate indicating a successful completion of the module.

### **Two modules covered in this course:**

- 106 CPCA Spreadsheet Development
- 109 CPCA Syndicated Panel Data Analysis

### **How to pass modules?**

Once getting the ID and password, Students are required to take the modules at <https://lesq.elliportal.com/>. Each module includes three parts in a sequential order; a pre-test, a content module, and a post-test. **When the post-test score is more than 80%, students will pass the module and get the credit in this course (50 points for each).**

### **Access to Course Materials**

You can access course materials through CANVAS (<https://www.uttyler.edu/canvas/>). Throughout the semester, students will participate in class activities on Canvas as requested by the instructor.

## GRADING POLICIES

### Grading Scale

| Evaluation Items                            | Scores                      |
|---|-----------------------------|
| <b>Exam 1</b>                               | _____ (100 points)          |
| <b>Exam 2</b>                               | _____ (100 points)          |
| <b>Exam 3</b>                               | _____ (100 points)          |
| <b>TOTAL EXAM</b>                           | _____ ( <b>300 points</b> ) |
| <b>Quiz (Average)</b>                       | _____ ( <b>100 points</b> ) |
| <b>Activity (Average)</b>                   | _____ ( <b>100 points</b> ) |
| <b>CPCA Module (50 pnts @2)</b>             | _____ ( <b>100 points</b> ) |
| <b>Survey Project</b>                       | _____ ( <b>300 points</b> ) |
| Questionnaire (100 pnts)                    |                             |
| Powerpoint Report & Presentation (200 pnts) |                             |
| <b>TOTAL</b>                                | _____ ( <b>900 points</b> ) |

### Letter Grade Assignment

The final grade will be determined based on the percentage of scores obtained out of the total possible points as follows: **F will be given** when the attendance does not meet the minimum requirement or when the total score is below 60% of the total possible points.

- 90% > : A
- 80-89%: B
- 70-79%: C
- 60-69%: D
- Below 60%: F

**Note: The instructor RESERVES the right to change the grading scheme and/or specific grading requirements with appropriate notice.**

## COURSE CONTENTS

**Exam (300 points):** There will be 3 online exams throughout the semester. Students will have two chances to take each exam before due, and the highest score will be counted. **No makeup** will be given unless a document for excuse is submitted to the instructor (ex. doctor's notes). There is **NO CURVE** on exam grades. **Late submission is not accepted.**

**Quiz/Activity (100 points/each avg):** Students are required to take a chapter quiz and/or submit an activity for each chapter. All quizzes/activities should be submitted **before the due of each part**. No late submission will be accepted. Please follow the schedule on time.

**CPCA Modules (50 points @ 2 modules):** Students should take **TWO** modules for the Category Management Certification. For each module, students are **required to** take a pre-test, a content module, and a post-test, and **PASS the post-test**. Students can try the post-test two times to pass a corresponding module. Once the post-test score is **more than 80%**, then a student will pass the module and get the credit in this course. All modules should be completed by due dates stated in the course schedule above. No late submission will be accepted.

**Survey Project (300 points):** Students will conduct a survey on the given marketing subject as an individual activity. Each student will conduct a survey for a given research topic; building questionnaire, selecting sample, collecting data, and analyzing the results with Qualtrics. The project has two parts; first, a questionnaire that includes questions and scales to measure the corresponding items in Qualtrics that is an online survey-making website; second, a Powerpoint presentation on the survey result analysis. A specific rubric and samples will be given by the instructor in the class. By conducting a survey on their own, students can build competence on their practical marketing research skills and better understanding of the research concepts and procedures after all.

## COURSE SCHEDULE

| Date              | Topic  | Chapter         | Due           |
|-------------------|--|-----------------|---------------|
| <b>Part 1</b>     |  |                 |               |
|                   | Role and Value of Marketing Research               | Ch 1            | Quiz/Activity |
|                   | Process of Marketing Research                      | Ch 2            | Quiz/Activity |
|                   | Secondary Data, Literature Reviews, and Hypotheses | Ch 3            | Quiz/Activity |
|                   | Exploratory and Observational Research Design      | Ch 4            | Quiz/Activity |
| <b>9/15(TH)</b>   | <b>EXAM 1</b>                                      | <b>Ch 1-4</b>   |               |
| <b>Part 2</b>     |  |                 |               |
|                   | Qualitative Data Analysis                          | Ch 9            | Quiz/Activity |
|                   | Descriptive Research and Survey                    | Ch 5            | Quiz/Activity |
|                   | Sampling   | Ch 6            | Quiz/Activity |
|                   | Measurement and Scaling                            | Ch 7            | Quiz/Activity |
|                   | Designing Questionnaire                            | Ch 8            | Quiz/Activity |
| <b>10/20 (TH)</b> | <b>EXAM 2</b>                                      | <b>Ch 5-9</b>   |               |
| <b>Part 3</b>     |  |                 |               |
|                   | Preparing Data for Quantitative Analysis           | Ch 10           | Quiz/Activity |
|                   | Basic Data Analysis for Quantitative Research      | Ch 11           | Quiz/Activity |
|                   | Examining Relationships in Quantitative Research   | Ch 12           | Quiz/Activity |
|                   | Survey Project using Qualtrics                     |                 |               |
| <b>11/17 (TH)</b> | <b>EXAM 3</b>                                      | <b>Ch 10-12</b> |               |
| <b>11/20 (S)</b>  | <b>CPCA Modules Due</b>                            |                 |               |
| <b>12/1 (TH)</b>  | <b>Project Presentation &amp; Submission Due</b>   |                 |               |

**Changes to the syllabus:** The course syllabus is a general plan for the course; deviations announced to the class by the instructor may be necessary. **You are responsible for keeping up with all assignments and project dues.**

### **Policy on Late Submission**

Any late submission will not be accepted unless it is excused by the instructor or a proofed document. When it is allowed by the instructor, a full credit cannot be guaranteed for a late submission as only 80% of the full credit at max will be given.

## COURSE POLICIES

### COVID Guidance Information for Classrooms and Laboratories

The University of Texas at Tyler strongly encourages our campus community to take the necessary preventative measures to ensure health and safety. In addition to wearing a mask when appropriate, social distancing when possible, covering coughs and sneezes, and practicing good hand hygiene, the COVID-19 vaccine is a protective measure to prevent severe illness due to COVID-19. You can contact your health care provider or local pharmacy to schedule a COVID-19 vaccine. **Stay home and contact your professors or supervisors if you do not feel well or have symptoms so that you do not risk exposing others.**

### Recording of Class Sessions

Class sessions may be recorded by the instructor. Recordings that contain personally identifiable information or other information subject to FERPA shall not be shared with individuals not enrolled in this course unless appropriate consent is obtained from all relevant students. Class recordings are reserved only for the use of students enrolled in the course and only for educational purposes. Course recordings should not be shared outside of the course in any form without express permission.

### Recording of Lectures

Lecture recordings are reserved only for the use of students enrolled in the course and only for educational purposes. Course recordings should not be shared outside of the course in any form without express permission.

### Concealed Handguns on Campus:

We respect the right and privacy of students who are duly **licensed** to carry **concealed** weapons in this class. License holders are expected to behave responsibly and keep a handgun secure and concealed. More information is available at <http://www.uttyler.edu/about/campus-carry/index.php>.

### UT Tyler a Tobacco-Free University

All forms of tobacco will not be permitted on the UT Tyler main campus, branch campuses, and any property owned by UT Tyler. This applies to all members of the University community, including students, faculty, staff, University affiliates, contractors, and visitors. Forms of tobacco not permitted include cigarettes, cigars, pipes, water pipes (hookah), bidis, kreteks, electronic cigarettes, smokeless tobacco, snuff, chewing tobacco, and all other tobacco products. There are several cessation programs available to students looking to quit smoking, including counseling, quitlines, and group support. For more information on cessation programs please visit [www.uttyler.edu/tobacco-free](http://www.uttyler.edu/tobacco-free).

### UT Tyler Honor Code

Every member of the UT Tyler community joins together to embrace: Honor and integrity that will not allow me to lie, cheat, or steal,  
nor to accept the actions of those who do.

### Students Rights and Responsibilities

To know and understand the policies that affect your rights and responsibilities as a student at UT Tyler, please follow this link:

<http://www.uttyler.edu/wellness/rightsresponsibilities.php>

**Absence for Official University Events or Activities:** This course follows the practices related to approved absences as noted by the Student Manual of Operating Procedures ([Sec. 1 -501](#)).

### Soules College of Business Statement of Ethics:

The ethical problems facing local, national and global business communities are an ever-increasing challenge. It is essential the Soules College of Business help student s prepare for lives of personal integrity, responsible citizenship, and public service. In order to accomplish these goals, both student s and faculty of the Soules College of Business at The University of Texas at Tyler will:

- Ensure honesty in all behavior, never cheating or knowingly giving false information.
- Create an atmosphere of mutual respect for all students and faculty regardless of race, creed, gender, age or religion.

- Develop any environment conducive to learning.
- Encourage and support student organizations and activities.
- Protect property and personal information from theft, damage and misuse.
- Conduct yourself in a professional manner both on and off campus.

### Academic Dishonesty Statement

*The UT Tyler community comes together to pledge that "Honor and integrity will not allow me to lie, cheat, or steal, nor to accept the actions of those who do." Therefore, we enforce the Student Conduct and Discipline policy in the Student Manual of Operation Procedures (Section 8).*

Disciplinary proceedings may be initiated against any student who engages in scholastic dishonesty, including, but not limited to, cheating, plagiarism, collusion, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts.

i. "Cheating" includes, but is not limited to:

- copying from another student's test paper;
- using, during a test, materials not authorized by the person giving the test;
- failure to comply with instructions given by the person administering the test;
- possession during a test of materials which are not authorized by the person giving the test, such as class notes or specifically designed "crib notes". The presence of textbooks constitutes a violation if they have been specifically prohibited by the person administering the test;
- using, buying, stealing, transporting, or soliciting in whole or part the contents of an unadministered test, test key, homework solution, or computer program;
- collaborating with or seeking aid from another student during a test or other assignment without authority;
- discussing the contents of an examination with another student who will take the examination;
- divulging the contents of an examination, for the purpose of preserving questions for use by another, when the instructors has designated that the examination is not to be removed from the examination room or not to be returned or to be kept by the student;
- substituting for another person, or permitting another person to substitute for oneself to take a course, a test, or any course-related assignment;
- paying or offering money or other valuable thing to, or coercing another person to obtain an unadministered test, test key, homework solution, or computer program or information about an unadministered test, test key, home solution or computer program;
- falsifying research data, laboratory reports, and/or other academic work offered for credit;
- taking, keeping, misplacing, or damaging the property of The University of Texas at Tyler, or of another, if the student knows or reasonably should know that an unfair academic advantage would be gained by such conduct; and
- misrepresenting facts, including providing false grades or resumes, for the purpose of obtaining an academic or financial benefit or injuring another student academically or financially.

ii. "Plagiarism" includes, but is not limited to, the appropriation, buying, receiving as a gift, or obtaining by any means another's work and the submission of it as one's own academic work offered for credit.

iii. "Collusion" includes, but is not limited to, the unauthorized collaboration with another person in preparing academic assignments offered for credit or collaboration with another person to commit a violation of any section of the rules on scholastic dishonesty.

iv. All written work that is submitted will be subject to review by plagiarism software.

### Registrar

Failure to file a Grade Replacement Contract will result in both the original and repeated grade being used to calculate your overall grade point average. Undergraduates are eligible to exercise grade replacement for only three

course repeats during their career at UT Tyler; graduates are eligible for two grade replacements. Full policy details are printed on each Grade Replacement Contract. The Census Date is the deadline for many forms and enrollment actions of which students need to be aware. These include:

- Submitting Grade Replacement Contracts, Transient Forms, requests to withhold directory information, approvals for taking courses as Audit, Pass/Fail or Credit/No Credit.
- Receiving 100% refunds for partial withdrawals. (There is no refund for these after the Census Date)
- Schedule adjustments (section changes, adding a new class, dropping without a “W” grade)
- Being reinstated or re-enrolled in classes after being dropped for non-payment
- Completing the process for tuition exemptions or waivers through Financial Aid

### **Grade Replacement/Forgiveness and Census Date Policies**

Students repeating a course for grade forgiveness (grade replacement) must file a Grade Replacement Contract with the Enrollment Services Center (Stewart Hall 230) on or before the Census Date of the semester in which the course will be repeated. Grade Replacement Contracts are available in the Enrollment Services Center or at <http://www.uttyler.edu/registrar>.

Each semester’s Census Date can be found on the Contract itself, on the Academic Calendar, or in the information pamphlets published each semester by the Office of the Registrar. Failure to file a Grade Replacement Contract will result in both the original and repeated grade being used to calculate your overall grade point average.

Undergraduates are eligible to exercise grade replacement for only three course repeats during their career at UT Tyler; graduates are eligible for two grade replacements. Full policy details are printed on each Grade Replacement Contract.

The Census Date is the deadline for many forms and enrollment actions that students need to be aware of. These include:

- Submitting Grade Replacement Contracts, Transient Forms, requests to withhold directory information, approvals for taking courses as Audit, Pass/Fail or Credit/No Credit.
- Receiving 100% refunds for partial withdrawals. (There is no refund for these after the Census Date)
- Schedule adjustments (section changes, adding a new class, dropping without a “W” grade)
- Being reinstated or re-enrolled in classes after being dropped for non-payment
- Completing the process for tuition exemptions or waivers through Financial Aid

### **State-Mandated Course Drop Policy**

Texas law prohibits a student who began college for the first time in Fall 2007 or thereafter from dropping more than six courses during their entire undergraduate career. This includes courses dropped at another 2-year or 4-year Texas public college or university. For purposes of this rule, a dropped course is any course that is dropped after the census date (See Academic Calendar for the specific date).

Exceptions to the 6-drop rule may be found in the catalog. Petitions for exemptions must be submitted to the Enrollment Services Center and must be accompanied by documentation of the extenuating circumstance. Please contact the Enrollment Services Center if you have any questions.

### **Grade Appeal Policy**

UT Tyler's Grade Appeal policy requires the completion of a Grade Appeal form for this action to take place. The grade appeal begins with the instructor of your course. If you do not agree with the decision of the instructor, you may then move your appeal to the department chair/school director for that course. If you are still dissatisfied with the decision of the chair/director, you may move the appeal to the Dean of the College offering that course who has the final decision. Grade appeals must be initiated within sixty (60) days from the date of receiving the final course grade.

### **Disability/Accessibility Services**

In accordance with Section 504 of the Rehabilitation Act, Americans with Disabilities Act (ADA) and the ADA Amendments Act (ADAAA) the University of Tyler at Texas offers accommodations to students with learning, physical and/or psychological disabilities. If you have a disability, including non-visible a diagnosis such as a learning disorder, chronic illness, TBI, PTSD, ADHD, or you have a history of modifications or accommodations in

a previous educational environment, you are encouraged to visit <https://hood.accessiblelearning.com/UTTyler> and fill out the New Student application. The Student Accessibility and Resources (SAR) office will contact you when your application has been submitted and an appointment with an Accessibility Case Manager. For more information, including filling out an application for services, please visit the SAR webpage at <http://www.uttyler.edu/disabilityservices>, the SAR office located in the University Center, # 3150 or call 903.566.7079.

### **Military Affiliated Students**

UT Tyler honors the service and sacrifices of our military affiliated students. If you are a student who is a veteran, on active duty, in the reserves or National Guard, or a military spouse or dependent, please stay in contact with me if any aspect of your present or prior service or family situation makes it difficult for you to fulfill the requirements of a course or creates disruption in your academic progress. It is important to make me aware of any complications as far in advance as possible. I am willing to work with you and, if needed, put you in contact with university staff who are trained to assist you. Campus resources for military affiliated students are in the [Military and Veterans Success Center \(MVSC \(Links to an external site.\)\)](#). The MVSC can be reached at MVSC@uttyler.edu, or via phone at 903.565.5972.

### **Social Security and FERPA Statement:**

It is the policy of The University of Texas at Tyler to protect the confidential nature of social security numbers. The university issues a unique identifying ID number to all students. The electronic transmission of grades (e.g., email) risks violation of the Family Educational Rights and Privacy Act (FERPA) and therefore will not be transmitted electronically. Further, in accordance with FERPA, any information regarding assignments and grading will be discussed between the instructor and the student only. All requests made to the instructor, which are initiated by someone other than the student, regarding information about a student's activity, will be advised by the instructor to seek that information from the student. UT Tyler follows the Family Education Rights and Privacy Acts (FERPA) as noted in University Policy 5.2.3. The course instructor will follow all requirements in protecting your confidential information.