

Spring 2025

MARK 4380.060 Marketing Research

INSTRUCTOR INFORMATION

Name: Dr. Kay Byun (PhD, MBA, MA, BBA)
Office: COB 350.43
e-mail: kbyun@uttyler.edu (*primary*)
Office Hours: T 10 am – 12:00 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 various marketing problems.

Course Objectives / Expected Learning Outcomes

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

- define and describe importance of marketing research,
- define a marketing problem and make an appropriate research design to solve the problem
- list the relevance of primary and secondary data in marketing,
- compare the advantages and disadvantages of major marketing research methodologies (survey, focus group, observation, experiments),
- exhibit advanced skills in spreadsheets,
- explain characteristics of qualitative and quantitative research and their benefits for marketing research,
- assess, evaluate, interpret, and communicate research findings, and
- report results of marketing research and suggest practical implications in a professional manner

Prerequisites

BBA major: MARK 3311 and GENB2300 and COSC 1307

Non-BBA major: MARK3311 and MATH1342 and COSC 1307

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 Any student not meeting prerequisites will be administratively withdrawn from the class.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) Textbook: Essentials of Marketing Research (6th Ed.)

by Joseph Hair, Jr., David Ortinau, & Dana Harrison
ISBN-13: 9781265800833

TEXTBOOK ONLY.

Coursera: Module 3 (Evaluating Advertising Effectiveness), which is part of Data Analytics Methods for Marketing (Course 6 of Meta Marketing Analytics Professional Certificate). You can join the Coursera Career Academy for Students (free for UT Tyler) with your UT Tyler credentials from here: <https://www.coursera.org/programs/career-academy-students-mpqqq>. Join the course, Data Analytics Methods for Marketing, and complete Module 3 (which is for the final assignment of this course).

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
Exam 1	_____ (100 points)
Exam 2	_____ (100 points)
Exam 3	_____ (100 points)
TOTAL EXAM	_____ (300 points)
Quiz (10@15 quizzes)	_____ (150 points)
Activity (50@5 + 100@1 activities)	_____ (350 points)
TOTAL	_____ (800 points)

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 (10 points/15 quizzes AND 50 points/5 activities + 100/1 activity): Students are required to take a chapter quiz for each chapter and submit four activities. All quizzes/activities should be submitted **before the due of each part**. No late submission will be accepted. Please follow the schedule on time.

Activity 2: Coursera Module (50 points): Students are required to complete Module 3 Evaluating Advertising Effectiveness, which is part of Data Analytics Methods for Marketing in Meta Marketing Analytics Professional Certificate related to a marketing experiment for advertising. No late submission will be accepted.

COURSE SCHEDULE

Module	Topic & Due	Chapter	Quiz
Module 1	Due 2/9		
	Role and Value of Marketing Research	Ch 1	Quiz 1
	Process of Marketing Research	Ch 2	Quiz 2
	Secondary Data, Literature Reviews, and Hypotheses	Ch 3	Quiz 3
	Exploratory and Observational Research Design	Ch 4	Quiz 4
EXAM 1		Ch 1-4	
Module 2	Due 3/9		
	Qualitative Data Analysis	Ch 9	Quiz 9/ Activity 1
	Descriptive Research and Survey	Ch 5	Quiz 5-1
	Causal Research Design and Experiments		Quiz 5-2
	Coursera Module		Activity 2
Module 3	Due 3/30		
	Sampling	Ch 6	Quiz 6
	Measurement and Scaling	Ch 7	Quiz 7
	Designing Questionnaire	Ch 8	Quiz 8
EXAM 2		Ch 5-9	
Module 4	Due 4/27		
	Preparing Data for Quantitative Analysis	Ch 10	Quiz 10
	Basic Data Analysis for Quantitative Research	Ch 11	Quiz 11 Activity 3/4
	Examining Relationships in Quantitative Research	Ch 12	Quiz 12 Activity 5
	Executive Summary		Activity 6
EXAM 3		Ch 10-12	

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

Pregnant and Parenting Students

This course follows the requirements of Texas Laws SB 412, SB 459, SB 597/HB 1361 to meet the needs of pregnant and parenting students. Part of the supports afforded pregnant students includes excused absences. Faculty who are informed by a student of needing this support should make a referral to the Parenting Student Liaison.

NOTE: Students must work with the Parenting Student Liaison in order to receive these supports. Students should reach out to the Parenting Student Liaison at parents@uttyler.edu and also complete the Pregnant and Parenting Self-Reporting Form.

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.

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>

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 students prepare for lives of personal integrity, responsible citizenship, and public service. In order to accomplish these goals, both students 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.

Artificial Intelligence Statement

UT Tyler is committed to exploring and using artificial intelligence (AI) tools as appropriate for the discipline and task undertaken. We encourage discussing AI tools’ ethical, societal, philosophical, and disciplinary implications. All uses of AI should be acknowledged as this aligns with our commitment to honor and integrity, as noted in UT Tyler’s Honor Code. Faculty and students must not use protected information, data, or copyrighted materials when using any AI tool. Additionally, users should be aware that AI tools rely on predictive models to generate content that may appear correct but is sometimes shown to be incomplete, inaccurate, taken without attribution from other sources, and/or biased. Consequently, an AI tool should not be considered a substitute for traditional approaches to research. You are ultimately responsible for the quality and content of the information you submit. Misusing AI tools that violate the guidelines specified for this course is considered a breach of academic integrity. The student will be subject to disciplinary actions as outlined in UT Tyler’s Academic Integrity Policy. Refer to the About This Course section of the UT Tyler Syllabus Module for specific information on appropriate use of AI in your course(s).

Please note that the AI usage for quiz/exam is not allowed in this course.

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 \(MVSC\)](#)). 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.

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.