



## **Marketing Research & Strategies MRKG 2348-0001 CRN 10812**

### **Syllabus**

Fall, 2016

Wednesdays 9:00 A.M. – 11:00 A.M.

Classroom: JDB 211

Houston Community College – Central Campus

Kimberly Cade – Instructor, Business Administration

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Office Hours:

Tuesdays & Thursdays 11:00a.m. - Noon;

Wednesdays 1:00-3:00 p.m. or by appointment

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THE PROFESSOR RESERVES THE RIGHT TO CHANGE OR MODIFY  
THE SYLLABUS AS NECESSARY TO MEET THE OBJECTIVES OF THE  
COURSE.

CHECK EAGLE ONLINE REGULARLY FOR ANNOUNCEMENTS.

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*Revised: October 1, 2016*

**COURSE DESCRIPTION**

A simulated marketing environment for experience in marketing decision-making. Provides practical experiences in analyzing marketing cases. Includes dynamic interrelationships among marketing price, channels of distribution, promotion, and product responsibility.

**WORKFORCE EDUCATION COURSE MANUAL TEXAS HIGHER EDUCATION COORDINATING BOARD COURSE DESCRIPTION**

Introduction to the marketing mix functions and process. Includes identification of consumer and organizational needs and explanation of environmental issues.

**PREREQUISITES**

Principles of Marketing - Recommended

**FREQUENT REQUISITES**

- ENGL 0300 or 0347
- GUST 0342 (9th -11th Grade Reading)
- MATH 0306 (Basic Math Pre-Algebra)

**COURSE SEMESTER CREDIT HOURS**

Credit Hours = 3.00  
 Lecture Hours = 3.00  
 Laboratory Hours = 0  
 Total course contact hours = 48

**COURSE LENGTH**

12 weeks

**TEXTBOOK**



**MR, 2nd Edition**

Tom J. Brown; Tracy A. Suter  
 ISBN-10: 1-133-95841-9  
 ISBN-13: 978-1-133-95841-3

**THERE IS NO NEED TO PURCHASE THE COURSEMATE SUPPLEMENTAL MATERIAL FOR THIS COURSE.**

*Textbooks rentals are also available through the HCC Bookstore.*

## **INSTRUCTIONAL METHODS**

Hybrid (50%)

This is a hybrid course which means that 50% or more of the course content will be administered online and the other course content will be presented in the classroom. It is therefore, very important that you be prompt and attend all classes.

## **MATERIALS NEEDED**

- Textbook
- Internet access
- Earbuds/Headphones (*bring these to class*)
- Storage Device (*flash drive to save assignments*)
- An active HCC email account

## **COURSE GOALS**

- The student will be able to identify the 5 major concepts of marketing.
- The student will be able to explain the process of marketing through communication.
- The student will be able to plan and implement a basic communication plan.
- The student will be able to identify external and internal forces of marketing.
- The student will be able to write a basic Marketing Plan.
- Goals 1-6 will incorporate the SCANS skills.

## **ACADEMIC DISCIPLINE/CTE PROGRAM LEARNING OUTCOMES**

1. Identify the marketing mix components in relation to market segmentation.
2. Explain the environmental factors which influence consumer and organizational decision-making process.
3. Outline a marketing plan.
4. Identify the elements of the communication process between buyers and sellers in business.
5. Utilize marketing research techniques to implement competitive marketing decisions.

## **COURSE STUDENT LEARNING OUTCOMES (SLO): 4 to 7**

1. Analyze marketing case studies employing the problem-solving process;
2. Utilize marketing research techniques to implement competitive marketing decisions.
3. Demonstrate management, accounting, and marketing knowledge through oral and/or written presentations.
4. Interpret marketing research data to forecast industry trends and meet customer demands.

## **LEARNING OBJECTIVES (Numbering system should be linked to SLO - e.g., 1.1, 1.2, 1.3, etc.)**

- Analyze marketing case studies employing the problem-solving process;
- Utilize marketing research techniques to implement competitive marketing decisions.
- Demonstrate management, accounting, and marketing knowledge through oral and/or written presentations.
- Interpret marketing research data to forecast industry trends and meet customer demands.

## SCANS AND/OR CORE CURRICULUM COMPETENCIES

Analyze marketing case studies employing the problem-solving process;

Foundation Skills - Basic -Reading

Foundation Skills - Basic -Writing

Foundation Skills - Basic -Mathematics

Foundation Skills - Basic -Listening

Foundation Skills - Basic –Speaking

Utilize marketing research techniques to implement competitive marketing decisions.

Foundation Skills - Basic -Reading

Foundation Skills - Basic -Writing

Foundation Skills - Basic -Mathematics

Foundation Skills - Basic -Listening

Foundation Skills - Basic –Speaking

Demonstrate management, accounting, and marketing knowledge through oral and/or written presentations.

Foundation Skills - Basic -Reading

Foundation Skills - Basic -Writing

Foundation Skills - Basic -Mathematics

Foundation Skills - Basic -Listening

Foundation Skills - Basic -Speaking

Interpret marketing research data to forecast industry trends and meet customer demands.

## LAB REQUIREMENTS

None

## COURSE REQUIREMENTS AND GRADING POLICY

It is the policy of the Dean of Workforce that an Incomplete be given only for extenuating circumstances (i.e., family illness, accident, or an unforeseen event occurring at final exam time). Individual instructors use a variety of grading policies and create tailored course requirement to their courses.

Text readings, online class discussions, homework assignments, exams and a final project are all required. Your final grade for this course is based on the total point system of 100 points as follows:

Three (3) exams	60 pts.*
Four (4) homework assignments	20 pts.
Semester Project	15 pts.
Class Attendance and Participation	<u>5 pts.</u>
Total	100 pts.

*\* The last exam in this course is NOT comprehensive.  
The lowest exam grade will be dropped.*

## HCC GRADING SCALE

A = 100- 90	4 points per semester hour
B = 89 - 80:	3 points per semester hour
C = 79 - 70:	2 points per semester hour
D = 69 - 60:	1 point per semester hour
59 and below = F	0 points per semester hour
IP (In Progress)	0 points per semester hour
W(Withdrawn)	0 points per semester hour
I (Incomplete)	0 points per semester hour
AUD (Audit)	0 points per semester hour

**IP (In Progress)** is given only in certain developmental courses. The student must re-enroll to receive credit. COM (Completed) is given in non-credit and continuing education courses. To compute grade point average (GPA), divide the total grade points by the total number of semester hours attempted. The grades "IP," "COM" and "I" do not affect GPA.

**Final Grade of FX:** Students who stop attending class and do not withdraw themselves prior to the withdrawal deadline may either be dropped by their professor for excessive absences or be assigned the final grade of "FX" at the end of the semester. Students who stop attending classes will receive a grade of "FX", compared to an earned grade of "F" which is due to poor performance. Logging into a DE course without active participation is seen as non-attending. Please note that HCC will not disperse financial aid funding for students who have never attended class.

Students who receive financial aid but fail to attend class will be reported to the Department of Education and may have to pay back their aid. A grade of "FX" is treated exactly the same as a grade of "F" in terms of GPA, probation, suspension, and satisfactory academic progress.

To compute grade point average (GPA), divide the total grade points by the total number of semester hours attempted. The grades "IP", "COM" and "I" do not affect GPA.

## COURSE CALENDAR WITH READING ASSIGNMENTS

Reading assignments are associated with chapters covered on homework assignments and each exam. It is the student's responsibility to review the course syllabus insuring correct chapters are read and studied prior to completing homework assignments and each exam.

Homework assignments will cover details of a reading assignment or a related video and should be completed via the Eagle Online system or another system such as Survey Monkey per the professor's instructions.

## **TESTING (EXAMS)**

**ALL EXAMS ARE GIVEN ONLINE.** The format of the tests will be multiple choice questions with several short answer questions to be taken online. **EXAMS ARE NOT OPEN BOOK.** I am testing what you have learned in the course, not how well you can look-up information. These are timed exams and have to be taken before the due date. Make sure you have uninterrupted time when you take these exams! There are 3 exams through the semester. The lowest exam score will be dropped. Missed exams cannot be made up.

## **FINAL PROJECT**

For your final project, you need to develop a complete research plan for a company or product/service as per the detailed brief that will be provided to you later. You will be required to administer a survey created on Survey Monkey and analyze the data collected for your report.

The project presentations will be due in the last week of the semester. A grading rubric will be provided for reference.

## **QUALITY OF WORK**

Neat and clear presentation of written material is an important aspect of communications. Correct spelling, proper grammar, concise writing, and clean copy will be expected in this course. Papers, communication tools, and group projects must be proof-read, and organized as neatly and attractively as possible.

## **MAKE-UP POLICY**

Assignments, exams, or project grades cannot be made up. If you miss the due date for an assignment, exam, homework or project you will receive a zero (0) unless the instructor has approved this and only in extenuating circumstances. All assignments, exams and projects will be accepted prior to (early) the due date. No makeup exams will be given in this course. **THE LOWEST EXAM GRADE WILL BE DROPPED,** however, it is important take students make every effort to take each exam when given.

## **TO ACCESS STUDENT SERVICES POLICIES ON THE WEB SITE**

<http://hccs.edu/student-rights>

## **PROJECTS, ASSIGNMENTS, PORTFOLIOS, PRESENTATIONS, SERVICE LEARNING, INTERNSHIPS, ETC.**

Specific Assignments:

1. Assignments provided by the instructor will be assigned to provoke critical thinking and analysis that relate to the reading assignments. Each assignment will include questions that should be answered in depth, typed and double spaced using 10, 11 or 12 pt., Arial or Times New Roman. Work should be submitted through Eagle Online.
2. Three (3) exams will be given covering the reading assignments and class discussion. The questions relate to our current business environment and the application of business theory, application, and coursework. The format of the exams will be a combination of multiple choice and short answer. **EXAMS WILL BE ONLINE.**

3. A final project which is a marketing research plan, using MLA or APA format, on an existing consumer product approved in advance by the instructor. The final project and results of the survey will be submitted to the instructor via Eagle Online. The semester project takes the place of a final exam.
4. Each student is expected to make a contribution towards making the class stimulating for other class members.
5. **THERE IS NO COMPREHENSIVE FINAL EXAM IN THIS COURSE.** Students will be required to complete a final project.

### **CLASS DISCUSSION**

All students are required to participate in class discussions. It is important that we all engage in the class for the best possible learning outcome.

### **CLASSROOM ETIQUETTE**

Open and mutually respectful communication of varied opinions, beliefs, and perspectives during the classroom discussions encourages the free exchange of ideas that is essential to higher learning and to the ability to learn from each other.

### **Title IX**

**Title IX of the Education Amendments of 1972 requires that institutions have policies and procedures** that protect students' rights with regard to sex/gender discrimination. Information regarding these rights is on the HCC website under Students-Anti-discrimination. Students who are pregnant and require accommodations should contact any of the ADA Counselors for assistance. It is important that every student understands and conforms to respectful behavior while at HCC. Sexual misconduct is not condoned and will be addressed promptly.

Log in to [www.edurisksolutions.org](http://www.edurisksolutions.org) Sign in using your HCC student email account, then go to the button at the top right that says Login and enter your student number.

### **Access HCC Online Policies:**

All students are responsible for reading and understanding the HCC Online Student Handbook, which contains policies, information about conduct, and other important information. For the HCC Online Student Handbook click on the link below or go to the HCC Online page on the HCC website.

The HCC Online Student Handbook contains policies and procedures unique to the online student. Students should have reviewed the handbook as part of the mandatory orientation. It is the student's responsibility to be familiar with the handbook's contents. The handbook contains valuable information, answers, and resources, such as HCC Online contacts, policies and procedures (how to drop, attendance requirements, etc.), student services (ADA, financial aid, degree planning, etc.), course information, testing procedures, technical support, and academic calendars. Refer to the HCC Online Student Handbook by visiting this link:

<http://www.hccs.edu/media/houston-community-college/distance-education/student-services/HCC-Online-Student-Handbook.pdf>

### **EGLS3 -- EVALUATION FOR GREATER LEARNING STUDENT SURVEY SYSTEM**

At Houston Community College, professors believe that thoughtful student feedback is necessary to improve teaching and learning. During a designated time near the end of the term, you will be asked to answer a short online survey of research-based questions related to instruction. The anonymous results of the survey will be made available to your professors and department chairs for continual improvement of instruction. Look for the survey as part of the Houston Community College Student System online near the end of the term.

### **ACADEMIC HONESTY**

#### **SCHOLASTIC DISHONESTY (reference the HCCS STUDENT HANDBOOK)**

Students are responsible for conducting themselves with honor and integrity in fulfilling course requirements. Penalties and/or disciplinary proceedings may be initiated by College System officials against a student accused of scholastic dishonesty.

"Scholastic dishonesty" includes, but is not limited to, cheating on a test, plagiarism, and collusion.

"Cheating" on test includes:

- Copying from another student's test paper;
- Using materials during a test that are not authorized by the person giving the test;
- Collaborating with another student during a test without authority;
- Knowingly using, buying, selling, stealing, transporting, or soliciting in whole or in part the contents of an un-administered test;
- Bribing another person to obtain a test that is to be administered.

"Plagiarism" means the appropriation of another's work and the unacknowledged incorporation of that work in one's own written work offered for credit.

"Collusion" means the unauthorized collaboration with another person in preparing written work offered for credit.

### **ATTENDANCE AND WITHDRAWAL POLICIES**

In accordance with HCCS rules, the instructor has the authority to drop a student from any class after the student has been absent for periods equivalent to two weeks of class (6 classes). However, the student has the ultimate responsibility to withdraw from the course. If there are extreme circumstances that require absence from class, it is the student's responsibility to notify the instructor. **IN THIS CLASS YOU ARE RESPONSIBLE FOR DROPPING THE CLASS IF YOU NO LONGER PLAN TO ATTEND. THE INSTRUCTOR WILL NOT DO THIS FOR YOU.** For additional information refer to the HCCS catalog.



Attendance in class is an essential ingredient in being successful in class.

The State of Texas has begun to impose penalties on students who drop courses excessively. That is, if you repeat the same course more than twice, you have to pay extra tuition. In addition, as of Fall 2007, students are limited to no more than SIX total course withdrawals throughout their educational career at a Texas public college or university.

In order to withdraw from your class, you MUST contact your professor and this must be done PRIOR to the withdrawal deadline to receive a “W” on your transcript. If you do not withdraw before the deadline, you will receive the grade that you have earned by the end of the semester. Zeros averaged in for required assignments/tests not submitted will lower your semester average significantly, most likely resulting in a failing grade (“F”).

Please visit the online registration calendars, HCC schedule of classes and catalog, any HCC Registration Office, or any HCC counselor to determine class withdrawal deadlines. Remember to allow a 24-hour response time when communicating via email or telephone with your professor. Do not submit a request to discuss withdrawal options less than a day before the deadline.

***See the HCC Student Handbook for the most up to date information at:  
<http://www.hccs.edu/district/students/student-handbook/>***

#### **EARLY ALERT**

To help students avoid having to drop/withdraw from any class, HCC has instituted an Early Alert process by which your professor may “alert” you and HCC counselors that you might fail a class because of excessive absences and/or poor academic performance. It is your responsibility to visit with your professor or a counselor to learn about what, if any, HCC interventions might be available to assist you – online tutoring, child care, financial aid, job placement, etc. – to stay in class and improve your academic performance.

#### **REPEAT COURSE FEE**

The State of Texas encourages students to complete college without having to repeat failed classes. To increase student success, students who repeat the same course more than twice, are required to pay extra tuition. The purpose of this extra tuition fee is to encourage students to pass their courses and to graduate.

Effective fall 2006, HCC will charge a higher tuition rate to students registering the third or subsequent time for a course. If you are considering course withdrawal because you are not earning passing grades, confer with your instructor/counselor as early as possible about your study habits, reading and writing homework, test taking skills, attendance, course participation, and opportunities for tutoring or other assistance that might be available.

**See the HCC Student Handbook for the most up to date information at:**  
***<http://www.hccs.edu/district/students/student-handbook/>***

### **INTERNATIONAL STUDENTS**

Receiving a W in a course may affect the status of your student Visa. Once a W is given for the course, it will not be changed to an F because of the visa consideration. Please contact the International Student Office at 713-718-8520 if you have any questions about your visa status and other transfer issues.

### **STUDENTS WITH DISABILITIES**

"Any student with a documented disability (e.g. physical, learning, psychiatric, vision, hearing, etc.) who needs to arrange reasonable accommodations must contact the appropriate HCC Disability Support Service (DSS) Counselor at the beginning of each semester. Faculty is authorized to provide only the accommodations requested by the Disability Support Services Office. Students who are requesting special testing accommodations must first contact the appropriate DSS Counselor for assistance.

Students who require testing accommodations need to schedule an appointment for testing to ensure that staff will be available for proctoring and to arrange for any adaptive equipment that may be required. Students should contact the instructor's "Instructional Support Specialist" (ISS) the week prior to each exam throughout the semester to confirm that the requested testing accommodations will be met. **PLEASE GET THIS INFORMATION TO THE INSTRUCTOR WITHIN THE FIRST TWO WEEKS OF THE SEMESTER.**

### **DISABILITY SUPPORT SERVICES OFFICES:**

System: 713.718.5165

Central: 713.718.6164 – also for Deaf and Hard of Hearing Services and Students Outside of the HCC District service areas.

Northwest: 713.718.5422

Northeast: 713.718.8420

Southeast: 713.718.7218

Southwest: 713.718.7909

After student accommodation letters have been approved by the DSS office and submitted to DE Counseling for processing, students will receive an email confirmation informing them of the Instructional Support Specialist assigned to their professor.

### **INCLEMENT WEATHER**

HCC rarely closes. If extreme weather conditions or emergency situations arise, HCC always gives cancellation notices to radio and television stations. HCC will post school closure notices on the website. You may also receive a telephone notification; therefore it is important to notify the registrar's office whenever you change your phone number. Closure information is also posted on the HCC website ([www.hccs.edu](http://www.hccs.edu)). Instructors are not privy to early notifications of closures, so please do not call me as I

will be watching the news and the HCC website for closure notices and will find out at the same time as the students.

### **ACTIVITIES**

You have the opportunity to enhance your personal and intellectual growth by participating in a variety of activities. Those activities can be located in the Student Handbook or through the HCCS Web resources at: [www.hccs.edu/handbookHome2.html](http://www.hccs.edu/handbookHome2.html).

### **GRADE APPEAL, REFUNDS, DISCIPLINE ISSUES and SEXUAL HARASSMENT POLICY**

Refer to the Student Handbook, Catalog and Schedule.

### **COURSE TECHNOLOGY**

You must use your Houston Community College email account for communicating with me and with other students in the course. You should check your e-mail to assure that your account is active. You will want to check it often throughout your enrollment to keep up on important course and HCC information. There are many technical reasons for this email policy. Please manage your Eagle Online and campus mailboxes to ensure they do not become full.

### **STARTING THE COURSE**

So how exactly do you start this course? The following steps will walk you through the process of accessing assignments for the first week of classes. Assignments for all subsequent weeks will be accessed in the same way.

#### **STEP 1:**

Review the information about the various types of online courses offered by Houston Community College. <http://de.hccs.edu/>

This page provides links to registration information for the system, “how-to” videos, customer service and a wealth of other useful information.

#### **STEP 2:**

- Log in to Eagle Online (see instructions below)
- Go to the HCC Central Campus Home Page
- Click on “Student Sign-Ins” at the top right of the page.
- Click on Eagle Online
- You will then be taken to the EO home page where you follow the instructions to get registered or log in.

Or go directly to EO by going to <https://EO.hccs.edu/login/index.php> and follow the instructions to log on to Eagle Online. If you have trouble accessing the any of the web-based material, click on “Student Help” or call for HCC technical assistance at (713) 718-8800.

**STEP 3:**

Read the syllabus. It outlines all the important policies, procedures, and expectations associated with this class.

**WHAT IS EAGLE ONLINE?**

Eagle Online is the new distance education learning management system adopted by Houston Community College in 2011. The system became mandatory for all courses as of January, 2012 thereby retiring the BlackBoard system which had been previously used.

**STUDENT E-MAIL ACCOUNTS**

The HCC e-mail system is Microsoft Exchange. You may access your account from anywhere, at anytime using a Web browser such as Netscape, Internet Explorer or Firefox. The URL to access the system is <http://webmail.hccs.edu>.

- Your login ID is the same as your HCC User ID which is used for Online Registration. [example: W0034567]. If you are new to HCC and don't know your login ID, go to the HCC Central web page ([www.hccs.edu](http://www.hccs.edu)), click on "CURRENT STUDENTS" on the left bar of the main page, go to "STUDENT E-MAIL" to look it up.
- Your initial password has been reset to your date of birth (mm/dd/yyyy). For example, the password for February 8, 1982 would be '02/08/1982'.

**Forgot your password or need help with your account?**

Call the HCC Help Desk at (713) 718-8800 (7:00 a.m. – 8:00 p.m.)

**Need help with Eagle Online?**

Call the HCC Eagle Online Help Desk at (713) 718-5275 (8:00 a.m. – 11:00 p.m. Daily)

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**The professor reserves the right to change or modify the syllabus as necessary to meet the objectives of the course. Check Eagle Online regularly for announcements.**

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**Marketing Research & Strategies**  
**MRKG 2348-0001 (10812)**  
**COURSE CALENDAR**  
**Fall 2016**  
**Wednesdays 9:00 – 11:00 a.m.**  
**Houston Community College – Central Campus**

Week	Dates	Chapter	Activity
1	Week of September 19th	First Class Wednesday, September 21, 2016  Introduction to Marketing Research	In class introductory activity.
2	Week of September 26th	Basics of Marketing (Review)  Chapter 1 - Marketing Research: From Data to Information to Recommended Strategies.	Video/Guest Speaker/In Class Exercise
3	Week of October 3rd	Chapter 2 - The Research Question: Formulation of the Problem.	<b>Assignment 1</b> – How Marketing Research is Used. Due 11:55 Wednesday, October 5, 2016.
4	Week of October 10th	Chapter 3 - Exploratory, Descriptive and Causal Research Designs.  Chapter 4 - Collecting Secondary Data from Inside and Outside the Organization.	Video/Guest Speaker/In Class Exercise
5	Week of October 17th	Chapter 5 - Collecting Primary Data by Observation  Chapter 6 - Collecting Primary Data by Communication.  <b>Exam 1 (Chapters 1-4)</b>	Video/Guest Speaker/In Class Exercise  <b>Exam 1</b> must be completed by 11:55 p.m. October 19, 2016.
6	Week of October 24th	Chapter 7 - Asking Good Questions.  Chapter 8 - Designing the Questionnaire	<b>Assignment 2</b> – Instrument Design due 11:55 p.m. October 26, 2016.

**Assignments and due dates are subject to change.**

7	Week of October 31st	Chapter 9 - Planning the Sample Plan  Chapter 10 - Data Collection: Enhancing Response Rates while Limiting Errors.  <b>Exam 2 (Chapters 5-9)</b>	Video/Guest Speaker/In Class Exercise  <b>Exam 2</b> must be completed by 11:55 p.m. November 2, 2016.
8	Week of November 7th	Chapter 11 - Data Preparation for Analysis.	<b>Assignment 3</b> – Data Preparation due 11:55 p.m., November 16, 2016.
9	Week of November 14th	Chapter 12 - Analysis & Interpretation: Individual Variables Independently.  Chapter 13 - Analysis & Interpretation: Multiple Variables Simultaneously.	<b>Assignment 4</b> Analysis and Interpretation, Due by 11:55 p.m. November 16, 2016.
10	Week of November 21st	Chapter 14 - The Research Report.  <i>Thanksgiving Holiday</i>	<i>HCC Offices are closed- No classes November 24-27, 2016</i>
11	Week of November 28th	<b>THE CLASS PROJECT IS DUE BY 11:55 P.M. VIA EAGLE ONLINE BY WEDNESDAY, NOVEMBER 30, 2016.</b>  Course wrap-up.  <b>Exam 3 (Chapters 10-14)</b>	<b>Exam 4</b> must be completed by 11:55 p.m. December 7, 2016.
12	Week of December 5th	<b>FINAL EXAM WEEK</b>	Fall Semester Ends December 11, 2016.
	December 11, 2016	Semester Ends	

**Assignments and due dates are subject to change.**