

**Marketing Research & Strategies**  
**MRKG 2348-0003 (73246)**

Spring, 2011

Tuesday and Thursday  
11:30 a.m. – 1:00 p.m.  
Houston Community College – Central Campus

Instructor: Kimberly Cade Davis, MBA

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Office Hours: In Classroom before and after class by appointment

Revised January, 2011



## **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.

## **PREREQUISITES**

None

## **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.

## **LEARNING OBJECTIVES**

- 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.

## **STATEMENT OF FOUNDATION SKILLS AND WORKPLACE COMPETENCIES (SCANS SKILLS)**

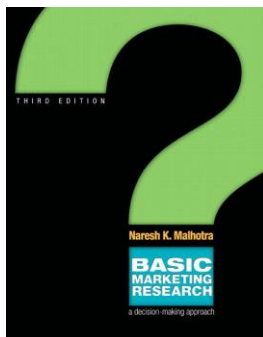
A study was conducted for the Department of Labor by the American Society for Training and Development which identified the seven skills U. S. employers want most in entry level employees. These skills are motivation to learn, basic skills, communication, teamwork, critical thinking, career development and leadership.

HCCS is committed to preparing every student with the knowledge and skills needed to succeed in today's dynamic work environment. Towards this end, the following skills will be included in this course. Testing and assessing these skills will vary according to individual instructors.

Foundation Skills - Basic –Reading, Basic –Writing, Basic –Mathematics, Basic –Listening and Basic - Speaking

## **TEXTBOOK INFORMATION**

Malhotra, Naresh K., Basic Marketing Research -: Application to Contemporary Issues, 3rd Edition, Prentice Hall, Upper Saddle River, New Jersey, 2002. ISBN: 978-0-13-603790-3





## LAB REQUIREMENTS

None

## COURSE REQUIREMENTS AND GRADING POLICY

It is the policy of the Dean of Workforce that an Incomplete may be given only for extenuating circumstances (i.e., family illness, accident, or an unforeseen event occurring at final exam time).

Lectures, text readings, class attendance and participation, cases, exams, a final project are all required. Your final grade for this course is based on the total point system of 100 pts, as follows:

Four (4) Exams	45 pts. (The lowest test score is dropped)
Discussion Cases and In Class Activities	20 pts.
Final Project (McDonald's Case 3.2)	30 pts.
Attendance/Participation	<u>5 pts.</u>
<b>Total</b>	<b>100 pts.</b>

**The team presentation (group and individual portions) at the end of the term counts as your final grade.**

Grades are calculated as follows:

90 – 100%	=	A
80 - 89%	=	B
70 - 79%	=	C
60 - 69%	=	D
59% or below	=	F
W (Withdrawn) =	W	
I (Incomplete)	=	I

## MAKE-UP POLICY

Assignments, exams, or project grades cannot be made up. If you miss the due date for an assignment, exam or project you will receive a zero (0) unless this has been approved by the instructor. All assignments, exams and projects will be accepted prior to (early). **No makeup exams will be given in this course.** Please make every effort to attend class regularly and monitor exams dates carefully.

## COURSE PERFORMANCE REQUIREMENTS:

Learner performance will be measured across three dimensions:

#1. Assignments, discussion cases and in-class activities:

Assignments will consists of chapter readings, **written** case study briefs and/or assigned **written** question responses. After reading each chapter, students will be expected to answer chapter questions for the McDonalds case (Case 3.2) pages 599-604. All written assignments must be typed, single-spaced, with correct tense, sentence structure, grammar, and free of spelling errors. **Hand written work will not be accepted.** Essentially, written assignments must reflect upper division college level academic and intellectual ability. Written assignments will consist of case study analysis and/or content related questions.

In-class activities:

Throughout the semester, various in-class activities will be assigned, based on your assigned reading for that class period. These will normally take the form of in-class role



plays and small group discussions. These activities critically depend on class participation.

#2. Exams:

The exams in the course will provide the opportunity for students to demonstrate their understanding of course goals through a combination of written multiple choice and short answer questions.

#3. Final Project:

The final semester project is the completion of the McDonald's case (Case 3.2 pages 600-604). Weekly assignments based on the chapter readings will be required. Students will hand in the parts of the assignment for grading throughout the semester. The final project should be submitted (all weekly assignments) in a folder with a management report summarizing the results of each student's analysis. Recommendations should be given to management in the final report.  
**THE FINAL REPORT IS DUE ON TUESDAY, MAY 3, 2011.**

## **COURSE CALENDAR WITH READING ASSIGNMENTS**

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

## **ACADEMIC HONESTY**

### **SCHOLASTIC DISHONESTY (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. For additional information refer to the HCCS catalog.

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.*

## 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.

## USE OF CAMERAS OR RECORDING DEVICES:

Use of recording devices, including camera phones and tape recorders, is prohibited in classrooms, laboratories, faculty offices, and other locations where instruction, tutoring, or testing occurs. Students



with disabilities who need to use a recording device as a reasonable accommodation should contact the Office for Students with Disabilities for information regarding reasonable accommodations.

### **CLASSROOM ETIQUETTE**

Open and mutually respectful communication of varied opinions, beliefs, and perspectives during classroom or online discussion encourages the free exchange of ideas that is essential to higher learning and to the ability to learn from each other. Use of any electronic device is at the discretion of the instructor.

### **INCLEMENT WEATHER**

HCC rarely closes. If extreme weather conditions or emergency situations arise, HCC always gives cancellation notices to radio and television stations. This information is also posted on the HCC website ([www.hccs.edu](http://www.hccs.edu)).

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

Refer to the Student Handbook, Catalog and Schedule.



**REVISED Course Calendar - Spring, 2011**  
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<b>Date</b>	<b>Topic</b>	<b>Assignment</b>
<b>Monday, January 17</b>	<b>MARTIN LUTHER KING DAY OBSERVED</b>	<b>HCC OFFICES CLOSED</b>
Tuesday, January 18	Introduction to the Course	
Tuesday, January 20	Chapter 1 Introduction to Marketing Research	
Tuesday, January 25	Chapter 2 Defining the Marketing Research Problem and Developing an Approach	Chapters 1 & 2 questions (pg. 600)
Thursday, January 27	<b>In-class exercise</b>	
Tuesday, February 1	Chapter 3 Research Design	Chapter 3 (Q1 pg. 600)
Thursday, February 3	Chapter 4 Exploratory Research Design: Secondary Data	Chapter 4 (Q1 pg. 600)
Tuesday, February 8	Chapter 5 Exploratory Research Design: Syndicated Sources of Secondary Data	Chapter 5 (Q1 pg. 600)
Thursday, February 10	Chapter 6 Exploratory Research Design: Qualitative Research	Chapter 6 (Q1 pg. 600)
Tuesday, February 15	<b>Exam 1</b>	
Thursday, February 17	Chapter 7 Descriptive Research Design: Survey and Observation	Chapter 7 (Q1 pg. 600)
<b>Monday, February 21</b>	<b>PRESIDENT'S DAY</b>	<b>HCC OFFICES CLOSED</b>
Tuesday, February 22	Chapter 8 Causal Research Design: Experimentation	Chapter 8 (Q1 pg. 600)
		<b>CHAPTERS 1-7 ASSIGNMENTS DUE</b>
Thursday, February 24	Chapter 9 Measurement and Scaling: Fundamentals and Comparative Scaling	Chapter 9 (Q1 pg. 600)
Tuesday, March 1	<b>In-class exercise</b>	
Thursday, March 3	Chapter 10 Measurement and Scaling: Non-comparative Scaling Techniques	Chapter 10 (Q1 pg. 600)
Tuesday, March 8	Chapter 11 Questionnaire and Form Design	Chapter 11 (Q1 pg. 600)
Thursday, March 10	<b>Exam 2</b>	<b>CHAPTERS 8-11 ASSIGNMENTS DUE</b>
<b>March 14-20</b>	<b>SPRING BREAK</b>	<b>HCC OFFICES CLOSED</b>
Tuesday, March 15	Chapter 12 Sampling: Design and Procedures	
Tuesday, March 22	<b>In-class exercise</b>	Chapter 12 (Q1 pg. 600)
Thursday, March 24	Chapter 13 Sampling: Final and Initial Sample Size Determination	
Tuesday, March 29	<b>In-class exercise</b>	Chapter 13 (Q1 pg. 600)
Thursday, March 31	Chapter 14 Field Work: Data Collection	
Tuesday, April 5	<b>In-class exercise</b>	Chapter 14 (Q1 pg. 600)
Thursday, April 7	Chapter 15 Data Preparation and Analysis Strategy	<b>CHAPTERS 12-14 ASSIGNMENTS DUE</b>



Tuesday, April 12	<b>Exam 3</b>	Chapter 15 (Q1-7 pg. 600)
Thursday, April 14	Chapter 16 Data Analysis: Frequency Distribution, Hypothesis Testing, and Cross-Tabulation	
Tuesday, April 19	Chapter 17 Data Analysis: Hypothesis Testing Related to Differences	Chapter 16 (Q1-4 pg. 600-601)
Thursday, April 21	<b>In-class exercise</b>	Chapter 17 (Q1-4 pg. 601)
		<b>CHAPTERS 15 &amp; 16 ASSIGNMENTS DUE</b>
April 22-24	<b>EASTER HOLIDAY</b>	<b>HCC OFFICES CLOSED</b>
Tuesday, April 26	Chapter 18 Data Analysis: Correlation and Regression	Chapter 18 (Q1 pg. 601)
Thursday, April 28	Chapter 19 Report Preparation and Presentation	Chapter 19 (Q1 pg.601)
Tuesday, May 3	<b>CLASS PROJECTS ARE DUE</b> <b>In-class exercise</b>	
Thursday, May 5		
Tuesday, May 10	<b>Exam 4</b>	
<b>May 9-15</b>	<b><i>Final Exam Period</i></b>	