



**School *for* Professional Studies**

**BUS 311**  
**MARKETING ANALYSIS**

**PREREQUISITE: BUS 216, BUS 220**

**Assignment due for first night of class: see page 2**

# **MARKETING ANALYSIS**

## **BUS 311**

### **Course description:**

This course provides an introduction to the major areas of market research, including survey, experimental and field research design, practice and problem definition, questionnaire design, and collection, analysis, interpretation and presentation of survey data.

### **Course Objectives:**

This course will focus on the understanding and the application of the basic elements of marketing research and analysis.

1. Expand understanding of the principles and practices of marketing and market research.
2. Demonstrate an understanding of business statistics and related economic issues.
3. Develop an understanding of the industry into marketing research
4. Review and utilize the marketing research and analysis process in case studies and real-world applications

**TEXT:** *Essentials of Marketing Research*, Zigmund, 3rd edition,

**\*Please review the School *for* Professional Studies textbook list for most up to date edition.**

## Class schedule:

- **Week 1:** Read chapters 1 and 3
  - **Assignment due the first night of class:**
  - Turn in and discuss questions for Video Case 1.1 (pg. 21), Video Case 3.1 (pg. 60)
  - **Open-book quiz**
  
- **Week 2:** Read chapters 4 and 5
  - **Assignment:** Small group work
  - Read Case 4.1 (pg. 79)
  - Read Case 5.1 (pg. 101)
  - **Discuss final research paper**
  - **Open-book quiz**
  
- **Week 3:** Read chapters 7 and 8
  - **Assignment: to be determined by instructor**
  - Case 8.1 (pg. 174) and be prepared to discuss questions in class
  - **Open-book quiz**
  
- **Week 4: Review and catch up. Possible mid-term and discuss research paper**
  
- **Week 5:** Read chapters 9 and 10
  - **Assignment:** Be prepared to turn in and discuss questions for Case 9.1 (pg. 199) and Case 10.1 (pg. 226)
  - Work on final research paper
  
- **Week 5:** Read chapters 12 and 13
  - **Assignment: to be determined by instructor**
  - Turn in questions next week for Case 12.1 (pg. 286) and Case 13.2 (pg. 317)
  
- **Week 6** Read Chapters 14 and 15
  - Be prepared to turn in and discuss questions for Case 14.1 and 14.2 (pg. 343)
  
- **Week 7 and 8**
  - **Final research paper due and presentations**
  - **Final exam**

## **CLASS EXPECTATIONS**

1. **Do not miss class.**

We only have eight sessions to learn from each other. Contact the instructor if you have an emergency and can't attend class. Class attendance is crucial to your grade and learning experience.

2. **The following applies to missed classes and late assignments:**

Points will be lost due to lateness or absences. These points cannot be made up with extra assignments. A second missed class will result in the grade being lowered by one letter. For example, an A would drop to a B. The student must contact the instructor in writing with their intention of remaining in the class. The instructor will determine the work that needs to be completed and the due dates for the assignments in order for the student to stay in the class. Further consultation with the Asst. Dean regarding the student's academic standing may also occur. **Please refer to the Student Handbook and your Student Responsibility Agreement for details.**

**All homework and assignments are due on the dates, in class as listed on the syllabus, unless otherwise changed in class.** Work submitted within the week immediately after the due date (by the next class) will be given half credit. No credit will be given for work submitted after more than one week. Late work can be e-mailed or faxed to the instructor. Please follow up with a phone call to make sure it was received. Assignments can also be dropped off at the school.

If you miss a class where you were scheduled to present, you will lose the presentation credit. Classes missed due to the school's closing will be dealt with accordingly.

3. **Keep an open mind.**

All comments meant for growth and learning are to be appreciated. Respectful disagreement over philosophies or views should be made in neutral tones. All opinions and views are to be respected and valued.

4. Missed tests or quizzes will be taken before the next class. The test may be different than the one given in class.

5. Classroom equipment may not always be available for presentations. Be prepared to use other formats, if necessary.

6. Keep presentations within the scheduled time limits.

7. **All assignments are to be typed, double-spaced in black ink, unless otherwise indicated. As per the student handbook, handwritten work will not be accepted.** Any forms may be handwritten. Handwriting is expected to be neat. Assignments should list the student's name on each page. Multiple page assignments should be stapled together. Plagiarism will not be tolerated. Please cite when necessary. If unsure, please ask for direction or refer to a style manual.
8. Please mute cell phones and pagers while in class. Phone calls are not be accepted while in class.
9. Please contribute to classroom discussions. Your voice is valued and appreciated.