

**BUS 2304 (01) – Market Analysis and Research
Fall 2017**

COURSE ESSENTIALS

This page summarizes the most important syllabus information you need for the course. Further detail can be found on the pages that follow.

Professor: Dr. Sujata Ramnarayan Office Hours: Monday: 2:00 – 3:00
Office: Cuvilly, Room 19 Wednesday: 2:00 – 3:00
Phone: 650-508-3639 ...or by appointment
E-mail: sramnarayan@ndnu.edu

Required Texts/Game:

NM Naresh K. Malhotra, **Essentials of Marketing Research: A Hands-On Orientation**

ISBN-10: 0137066732; ISBN-13: 9780137066735, Pearson 2015.

Recommended Reading:

Business Week

The Wall Street Journal

Graded Components:

Activity	Weight	Date	Day
Exams	31%		
Syllabus Quiz	1.0%		Wed, Sept 6
First Midterm	11%		Wed, Oct 18
Final Exam	19%		Wed, Dec 13
Market Research Project Papers	28%		
Proposal	1%		Wed, Sept 20
Paper 1	4%		Mon, Oct 2
Paper 2	8%		Mon, Oct 30
Paper 3	15%		Mon, Dec 4
Individual Mini-Assignments	8%		See schedule
Market Research Project Presentations:	18%		
Presentation 1	3%		Mon, Oct 2,
Presentation 2	6%		Mon, Oct 30
Presentation 3	9%		Mon, Dec 4
Class Participation & Attendance:	15%	continuous	daily
Running Case Papers	- 0% *	continuous	Wednesdays unless otherwise specified
Total:	100%		

* explained below under “Grading”

SYLLABUS

The following information is intended to give you guidelines to make your work in the course easier and more productive.

COURSE OVERVIEW AND LEARNING OBJECTIVES:

Market analysis and research course is designed to equip you with the skills you need to understand how to use available and collected data in making marketing decisions. This course takes you through the entire process of problem definition, survey development, data collection, analysis, and presentation of recommendations based on data to make informed decisions. This course exposes you to various concepts through a combination of readings, lectures, activities, videos, cases, and an ongoing market research project. The learning objectives for this course are:

1. Understand the role of primary data, secondary data, and analytics in making marketing decisions
2. Understand how and when to use primary, secondary, and big data
3. Understand various methods for collecting data, developing a survey, analyzing data to derive useful recommendations and to present in a format that is effective.

COURSE FORMAT

This course will use a combination of lectures, videos, in-class discussions, presentations, an ongoing project and other in-class activities to achieve the learning objectives. The emphasis in all classes will be on lectures and other in-class activities using one running case and a major class project.

You will find your course schedule on moodle that indicates the chapters we would be covering each day. This is meant as a guideline only. The actual topics covered / or dates may vary slightly depending on our pace of progress. I will announce any changes that depart from this schedule, in class and/or through mass email. You are expected to come to class prepared with the readings prior to class in order to be an active participant in class.

GRADING COMPONENTS

The first page of the syllabus lists all the grading components. Your performance in the course depends on your performance on each of these components. It is a good idea for you to have a goal and work towards that. For example, if you want an A in the class, you should be working towards that end from the beginning. It is hard to get an A if you miss a couple of exams and then wonder how to get to that level at the end of the semester. Your performance will be evaluated based on one syllabus quiz, two exams, ongoing case assignments, individual mini-assignments, three team papers/presentations, and class attendance/participation.

The number of points assigned to each of the grading components is as follows:

Syllabus quiz – 10 points

Exams – 75, 125 points each (total of 200 points)

Cases: 0 points each (P/F) with possibility of losing points if receiving an F or for non-submission

Individual mini-projects: 15 (3 of 5 points each), 20, 15 (Total: 50 points)

Team Presentations: 20, 40, 60 points

Team Papers:

 Proposal – 5 points

 Paper 1 – 25 points

 Paper 2 – 50 points

 Paper 3 – 100 points

Class Attendance/Participation: 100

Maximum available points: 660

Grading is based on a scheme similar to the following: 94% and above A ; 93% - 90% A- ; 89% - 87% B+ ; 86% - 84% B ; 83% - 80% B- ; 79% - 77% C+ ; 76% - 74% C ; 73% - 70% C- ; 69% - 67% D+ ; 66% - 64% D ; 63% - 60% D-; **below 60% F;**

Details on each of the grading components are as follows.

Syllabus quiz

You will have a syllabus quiz on Wednesday, Sept 6th. The syllabus quiz will follow the format you will see on your exams with a few short answer questions. It will count for 10 points or 1.5% of your total points for the course.

Exams

There are two exams. Questions on the exam will cover the lectures, textbook readings, and class discussions. As a study strategy, I would recommend using the “review concepts” at the end of each chapter and the ones I provide before each exam as a guide. Each exam will have a combination of multiple choice and short essay questions. You need to take the exam at the time/date indicated on the syllabus. **THERE ARE NO MAKEUP EXAMS.** Any exceptions, if at all, will be made on a case-by-case basis. *If there is any conflict with the final examination date, you need to let me know today.*

Cases

There is one running case that will be used in class discussions over the semester. Your case assignments need to be submitted on the day of the discussion at the beginning of the class. You will notice that the cases DO NOT carry any points and will be graded on a pass/fail basis. If you submit the case, you will most likely pass. If you **consistently** submit very good work, you have the opportunity to earn extra credit (10 points). ***If you do not submit or submit poor work, you will lose up to 2% of your total course points for each case.***

Mini-Project Assignments

There are five mini-project assignments for which I will provide details later on.

Class attendance and Participation

Class attendance and participation count for a total of 100 points with a total of 60 points for attendance. You will sign on the attendance sheet I pass around in each class to indicate your presence. I understand that emergencies come up and there might be valid reasons for absence at times. If you miss three or fewer classes, you will receive all 60 points. You will lose five points for every class you miss beyond the three class limit mentioned. However, any student with a perfect attendance record will earn extra credit points (10 points).

Another 40 points is for class participation. This will be determined by your active participation in class/case discussions and other activities. You are expected to be in class on time. Any disruptive behavior such as regular tardiness, talking/whispering constantly in class etc. will count against your participation points.

Online Access

For all communication related to the course or to access specific material I post, please go to <http://sbmonline.ndnu.edu/> and click on the course.

Marketing Project Papers/Presentations

You will work as a team on a marketing project related to a specific problem throughout the term. I will provide the choice of problems and/or identification of solutions to you separately. You will pick one of them to work on for a specific company and/or organization and will go through the entire market research process in order to solve that problem. You will conduct the project in three phases and continue to work on the same issue or company for the entire term. As part of the project you will make three presentations and submit three papers through the course of the term. You are required to work as a team of no less than two and no more than three team members on these projects. I will be selecting the team members, unless you make specific requests to me by next class (Aug 31st).

I will provide more details on the project separately.

NO LATE SUBMISSIONS will be accepted. The papers should be submitted in hard copy. *If you leave it in my inbox, please make sure that you send an email to me that very day to confirm receipt.*

CLASSROOM ATMOSPHERE EXPECTATIONS

I expect you to be in class on time and to come prepared to discuss assigned cases and readings. I expect you to be an active participant in creating a class atmosphere where other views are respected. Questioning views is okay as long as it is done in a respectful manner and based on facts. Cell phones are expected to be turned off. Computer use is meant only for research related to class. It is disruptive to other students to have screens that are not necessarily relevant to class in front of them. All class behavior is expected to be conducive to general class atmosphere for learning.

Students with Disabilities:

If you have a learning disability or other circumstance that requires accommodations in this class, you must bring it to the attention of Disability Services to arrange for possible accommodations. Disability Services has recently become part of Counseling, Health, and Disability Services, located in New Hall E18 and New Hall E19. The main number for Counseling, Health and Disability Services is 650-508-3714. The Disability Services Specialist is Alice Wong and she may be contacted directly at awwong@ndnu.edu or 650-508-3670.

BEST WAY TO REACH ME

The best way to reach me is during my office hours and through email. I will respond within a reasonable amount of time (24 hours or less) unless I am at a conference.