

AUG 27 2008

Course Change Request

Indiana University

Northwest Campus

Check Appropriate Boxes: Undergraduate credit [] Graduate credit [x] Professional credit [] 88

1. School/Division School of Business and Economics
2. Academic Subject Code BUS 3. Current Course Number M503 4. Current Credit Hours
5. Current Title Applied Marketing Research
6. Effective Semester/Year for changes listed below: Fall 2008 7. Instructor: STAFF

Type of Change Requested (Check appropriate boxes and indicate changes)

[x] 8. Change course number to: BUNW-M503 (must be cleared with University Enrollment Services)

[] 9. Current course title:
Change to:
Recommended abbreviation (optional) (Limited to 32 Characters including spaces)

[] 10. Current credit hours fixed at: or variable from: to
Change to credit hours fixed at: or variable from: to

[] 11. Current lecture contact hours fixed at: or variable from: to
Change to lecture contact hours fixed at: or variable from: to

[] 12. Current non-lecture contact hours fixed at: or variable from: to
Change to non-lecture contact hours fixed at: or variable from: to

[] 13. Is this course currently graded with S-F (only) grades? Yes No
Change to S-F (only) grading? Yes No

[] 14. Does this course presently have variable title approval? Yes No
Is variable title approval being requested? Yes No

[] 15. Is this course being discontinued? For all campuses or for this campus only

[] 16. Current course description

Change course description to (not to exceed 50 words)

17. Justification for change Per campus Registrar request, in order for this IU Northwest Graduate Business Course to be listed under Graduate Business Course offerings in Semester Schedule.

18. Are the necessary reading materials currently available in the appropriate library? Yes

19. A copy of every new course proposal must be submitted to departments, schools, or divisions in which there may be overlap of this course with existing courses or areas of strong concern, with instructions that they send comments directly to the originating Curriculum Committee. Please append a list of departments, schools, or divisions thus consulted.

Submitted by:

Department Chairman/Division Director

Dean of Graduate School (when required)

Approved by:

O. Rominger/col Date 7/16/08
Dean

E. Han, B. Date 8/15/08
Chancellor/Vice-President

University Enrollment Services Date

After School/Division approval, forward the last copy (without attachments) to University Enrollment Services for initial processing, and the remaining four copies and attachments to the Campus Chancellor or Vice-President.

Marketing Research, M503
Indiana University Northwest
School of Business and Economics
Spring Semester, 2008
Tuesday, 7:00 p.m. to 9:45 p.m.
Dunes Medical Professional Building, Room

INSTRUCTOR: Dr. Connie C. Milbourne
OFFICE: Dunes Medical Professional Building, Room 1165
OFFICE PHONE/FAX: (219) 980-6904 / (219) 980-6916
CELL PHONE: (312) 399-0778
E-MAIL: cmilbour@iun.edu
OFFICE HOURS: Tuesday, 12:15 – 1:00 pm; 2:15 – 4:00 pm; 5:15 – 7:00 pm
Thursday, 2:15 – 4:00 pm
By appointment

Recommended Text:

Zikmund, W. G., Babin, B. J. (2007). *Exploring Marketing Research* (9th Edition). Thompson South-Western. (ISBN: 0-324-32088-4)

Catalog Description:

M303 Marketing Research (3 credits). Prerequisites: M301 (Introduction to Marketing Management), E270 (Introduction to Statistical Theory for Economics And Business). Focuses on the role of research in marketing decision making. Topics include defining research objectives, syndicated and secondary data sources of marketing information, exploratory research methods, survey research design, experimental design, and data analysis.

Course Objectives:

The major objectives of this course are to:

- (1) Provide general understanding of various types of research available to marketers.
- (2) Detail the process of implementing a marketing research project.
- (3) Demonstrate how to critically analyze marketing research.
- (4) Identify the importance of marketing research to business decision making.

Pedagogy:

You are expected to read all material before class. Classes utilize a lecture and discussion format. Short videos and PowerPoint presentations are used to exemplify concepts and/or to generate discussion.

TENTATIVE COURSE OUTLINE

DATE	SUBJECT	READING/ASSIGNMENTS
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Week 1:

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|-----------|---|--|
| January 8 | <ul style="list-style-type: none">• Class Introduction• Intro. to Marketing Research• Discussion of Class Project | |
|-----------|---|--|

Week 2:

- | | | |
|------------|---|----------------------------|
| January 15 | <ul style="list-style-type: none">• The Marketing Research Process• Marketing Research Methods | Due: Research Ideas |
|------------|---|----------------------------|

Week 3:

- | | | |
|------------|---|--|
| January 22 | <ul style="list-style-type: none">• Qualitative Research Methods• Secondary, Observation, Focus Groups | |
|------------|---|--|
- (Note: Jan. 25 = Pass/Fail Deadline)**

Week 4:

- | | | |
|------------|---|--|
| January 29 | <ul style="list-style-type: none">• Quantitative Research Methods• Experimental Research, Test Marketing | |
|------------|---|--|

Week 5:

- | | | |
|------------|--|--|
| February 5 | <ul style="list-style-type: none">• Qualitative Research Presentations | Due: PowerPoint Slides, Field Notes |
|------------|--|--|

Week 6:

- | | | |
|-------------|--|----------------------------|
| February 12 | <ul style="list-style-type: none">• Quant. Research Methods (cont.)• Data Collection, Inputting, etc. | Due: Week 1 Dataset |
|-------------|--|----------------------------|

Week 7:

- | | | |
|-------------|---|----------------------------|
| February 19 | <ul style="list-style-type: none">• Quant. Research Methods (cont.)• Measurement | Due: Week 2 Dataset |
|-------------|---|----------------------------|

Week 8:

- | | | |
|-------------|--|----------------------------|
| February 26 | <ul style="list-style-type: none">• Quant. Research Methods (cont.)• Analyzing Data I | Due: Week 3 Dataset |
|-------------|--|----------------------------|
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DATE	SUBJECT	READING/ASSIGNMENTS
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Week 9:

March 4

- Quant. Research Methods (cont.)
- Analyzing Data II

Due: Week 4 Dataset

Week 10:

March 11

NO CLASS

SPRING BREAK

Week 11:

March 18

- Survey Research
- Questionnaire Design
(Note: March 21 = Automatic Withdrawal Deadline)

Week 12:

March 25

- Quantitative Research Presentations

Due: PowerPoint Slides, Data Analysis

Week 13:

April 1

- Survey Research
- Attitude Measurement

Due: Survey Draft Questions

Week 14:

April 8

- Survey Research
- Sampling, Sample Size

Due: Survey Data

Week 15:

April 15

- Survey Research Findings
- Communicating Research Results

Week 16:

April 22

- Final Presentations

Due: PowerPoint Slides

FINALS:

May 1

- Final Paper

Course Requirements:

Your performance will be evaluated on the basis of the following major areas:

1. Attendance		10% (of final grade)
2. Research Project		45% (of final grade)
Research Ideas	(5%)	
Field Notes (Qual. Research)	(5%)	
Data Collection (Quant. Research)	(5%)	
Survey Draft Questions	(5%)	
Survey Data	(5%)	
Final Paper	(20%)	
3. Presentations		45% (of final grade)
Qualitative Research	(15%)	
Quantitative Research	(15%)	
Survey Research	(15%)	

Class Discussion:

Students are expected to participate in class discussions. To a substantial extent, the benefits derived from this course depend upon students' willingness to expose their viewpoint to the critical judgment of the instructor and the class, and upon student participation in elaborating and evaluating the views of others.

Written Assignments:

Written assignments will be given during the course of the semester. Assignments must be typed (no handwritten papers accepted) and follow the guidelines given with each assignment (e.g., memorandum, analysis, etc.). All written assignments will be graded in accordance with rules of grammar, punctuation and spelling. All assignments must be turned in on time.

Peer Review:

Since a portion of your grade is based on working with teammates, there will be peer evaluations at the end of the project. This will allow everyone the opportunity to evaluate (privately) your own team members' performance. Keep in mind that there are times when team members will take the lead on different sections, and work may not be evenly divided over that particular section, but, in the end, will be equitable. During the team process, however, it is your responsibility to communicate any inequities among your team members as they arise. These evaluation forms are very important, as they have the potential to affect your final grade if there is concurrence among all team members regarding an individual's performance.

Grading Policy:

Grades for this course will be determined by the following class percentage:

100	= A+	89 - 87	= B+	79 - 77	= C+	69 - 67	= D+
99 - 94	= A	86 - 83	= B	76 - 73	= C	66 - 60	= D
93 - 90	= A-	82 - 80	= B-	72 - 70	= C-	59 - 0	= F

Course Rules:

- **Attendance.** Since the format of this class is lecture/discussion, attendance is necessary in order to understand fully communication theories. Failure to attend class regularly will result in a reduction in your grade. University valid excuses are accepted. Please inform the instructor via e-mail regarding your absence. Students who arrive after the lecture has begun are asked to enter the room with the least amount of disturbances.
- **Late Homework Policy.** Late papers are not accepted, unless a University valid excuse is provided. If you are not able to attend class on the day a homework assignment is due, either turn in the assignment early or fax it.
- **Academic Honesty.** Plagiarism is using someone else's ideas and/or language as your own. Any indication of plagiarism, if proven, will result in an automatic "F" in the course. (For more details, see the Academic Misconduct section of Indiana University's *Code of Student Rights, Responsibilities and Conduct*, pp. 17-18.)
- **Grade Releases.** Final course grades will not be given out to students over the telephone. If you wish to receive your course grade prior to the official notification you receive from the University, you should send an e-mail to me or stop by my office.

Disability Information

- If you need assistance with a learning, physical or psychological disability that may affect your academic progress, you are encouraged to contact the Vice Chancellor for Student Services at #219-980-6824 (M-F 8:00-5:00).

Division Rules:

- **Division of Business and Economics Courseload Policy.** Students should expect to devote at least nine hours per week to each three-semester hour course -- generally three hours in class and six hours for homework, term papers, and other assignments. Some courses require more hours, and in some cases, the efforts may be concentrated during certain portions of the semester.

Faculty will not consider the number of hours that a student works -- either full-time or part-time basis -- in developing curricula. Faculty will not accept outside employment as an excuse for inadequate performance or for late or non-completion of assignments. Students who feel that they must devote many hours to outside employment should take fewer courses.

University Rules:

- **Incompletes:** "An Incomplete (I) grade may be given only when the student's work in the course is substantially completed and is of passing quality. The time allowed for the removal of an incomplete is one calendar year from the date of its recording, except when the chairman of the student's division authorizes adjustment of this period in exceptional circumstances. By assigning an Incomplete, the instructor implicitly authorizes and requires the 'I' to be changed to an 'F' at the end of the appropriate time period. The Registrar will automatically change the 'I' to 'F' at the end of the appropriate time period. A student may not register in a course in which he has a grade of Incomplete." (Source: Indiana University Northwest, "General Regulations and Policies")
- **Withdrawal After Automatic Withdrawal Period:** "The withdrawal process must be completed by the last day of classes. After the Automatic Withdrawal Period, a student may withdraw only with the permission of his or her division chairperson. This approval is given only for urgent reasons relating to extended illness or equivalent distress. To qualify for the grade of 'W,' a student must be passing the course on the date of withdrawal. If the student is failing, the grade recorded on the date of withdrawal will be 'E.'" (Source: Indiana University Northwest, *General Regulations and Policies*)

School of Business & Economics:



School Vision

"We will offer programs of business education of the highest quality in our region. Graduates will exhibit a broad set of skills, derived from a **balanced curriculum and actual business experience**. We will become a locally recognized center of business & economics research and an acknowledged resource for providing professional solutions to business problems and issues facing our service area."

School Mission Statement

The Indiana University Northwest School of Business & Economics, a regional business school in the Indiana University system:

- provides premier undergraduate business education to the citizens of northwest Indiana through AACSB International accredited programs;
- offers balanced curricula based upon our distinctive competencies in leadership, teamwork and technology;
- offers a work-friendly MBA program which focuses on executive leadership and teamwork;
- serves both traditional and non-traditional commuter students in a richly diverse urban environment.

We value high quality teaching and recognize that business and economics research, whether applied, basic, or teaching-related, is essential to that end.

We are committed to promoting lifelong learning by offering business degrees and management development programs. We are dedicated to sustaining the vitality and supporting the economic development of our region through encouraging our faculty and students to engage in the community.

Earned excellence.



The best business schools
in the world.

Standards of Professional Conduct

Shared Values

The School of Business and Economics functions as both a learning environment and an academic community with the central functions of learning, teaching, and scholarship characterized by reasoned discourse, intellectual honesty, and mutual respect. The School of Business and Economics also supports *The Shared Vision* of Indiana University Northwest.

- *All members* of the School of Business and Economics community – students, faculty, and staff - are expected to be courteous to one another in all oral and written interactions and to be considerate in their treatment towards each other.
- *All members* of this community are expected to show tolerance and respect for diversity, as defined by *The Shared Vision*. This also includes the understanding that there may be viewpoints, ideas, and opinions that differ from theirs and it's acceptable to 'agree to disagree.'
- *All members* of this community will honor the confidentiality and privacy of others.
- *All members* of this community will respect University property, as well as the physical and intellectual property of all others, when engaged in university-related activities.
- *All members* of this community are expected to refrain from harming others.
- *All members* of this community, when representing the School of Business and Economics, will do so in a positive manner with integrity, trustworthiness, honesty, and professional demeanor.