



Market Research 104-105

Week	Date	Chapter	Activities	Points
1	01/14/08 to 01/20/08	Getting Started	1. Introduction to Course 2. Syllabus Scavenger Hunt 3. Discussion Boards: <ul style="list-style-type: none"> ▶ Two Truths and a Lie ▶ Online Survey Research 	10 20 20
UNIT ONE				
2	01/21/08 to 01/27/08	1	1. Read Chapter 2. View the PowerPoint Presentation 3. Discussion Boards: <ul style="list-style-type: none"> ▶ Ch1DB1: Marketing Research and Decision Making ▶ Ch1DB2: Importance of Marketing Research to Management ▶ Ch1DB3: Decision to Conduct Market Research 4. Assignment: <ul style="list-style-type: none"> ▶ Ch1AL1: Real Life Research 1.1, page 20 5. Chapter One Comprehension Questions	20 20 20 20 10
3	01/28/08 to 02/03/08	2	1. Read Chapter 2. View the PowerPoint Presentation 3. Discussion Boards: <ul style="list-style-type: none"> ▶ Ch2DB1: Problem Definition ▶ Ch2DB2: Marketing Research Process ▶ Ch2DB3: Exploratory Research 4. Assignment: <ul style="list-style-type: none"> ▶ Ch2AL1: Real-Life Research 2.1, page 65 5. Chapter Two Comprehension Questions	20 20 20 15 10
4	02/04/08 to 02/10/08	3	1. Read Chapter 2. View the PowerPoint Presentation 3. Discussion Boards: <ul style="list-style-type: none"> ▶ Ch3DB1: Secondary Data Advantages/Disadvantages ▶ Ch3DB2: Internal Databases ▶ Ch3DB3: Problem Definition and Secondary Research 4. Assignment: <ul style="list-style-type: none"> ▶ Ch3AL1: Real-Life Research 3.1, page 98 5. Chapter Three Comprehension Questions	20 20 20 30 10
4	02/04/08 to 02/10/08	1, 2, & 3	Unit One Test EC1: Optional Extra Credit: Appendix 3-A, Getting the Most Out of Google	90 30
UNIT TWO				
5	02/11/08 to 02/17/08	4	1. Read Chapter 2. View the PowerPoint Presentation 3. Discussion Boards: <ul style="list-style-type: none"> ▶ Ch4DB1: Qualitative vs. Quantitative Research ▶ Ch4DB2: Key Elements of Focus Groups ▶ Ch4DB3: Advantages and Disadvantages of Focus 	20 20

			<p>Groups</p> <p>4. Assignment: <ul style="list-style-type: none"> ▶ Ch4AL1: Discussion Guide </p> <p>5. Chapter Four Comprehension Questions</p>	<p>20</p> <p>50</p> <p>10</p>
6	02/18/08 to 02/24/08	4	<p>1. Read Chapter (review)</p> <p>2. View the PowerPoint Presentation (review)</p> <p>3. Discussion Boards: <ul style="list-style-type: none"> ▶ Ch4DB4: Focus Group Video ▶ Ch4DB5: Focus Group Moderator ▶ Ch4DB6: Focus Group Report </p> <p>4. Assignment: <ul style="list-style-type: none"> ▶ Ch4AL2: Focus Group Analysis </p>	<p>20</p> <p>20</p> <p>20</p> <p>100</p>
7	02/25/08 to 03/02/08	Appendix 1-B, Marketing Research Ethics	<p>1. Read the Appendix</p> <p>2. Discussion Boards: <ul style="list-style-type: none"> ▶ A1-BDB1: Ethical Theories ▶ A1-BDB2: Research Suppliers and Clients ▶ A1-BDB3: Respondent Rights </p> <p>3. Assignment: <ul style="list-style-type: none"> ▶ A1-BAL1: Ethics Reflection Paper </p> <p>5. Appendix 1-B Comprehension Questions</p>	<p>20</p> <p>20</p> <p>20</p> <p>50</p> <p>10</p>
7	02/25/08 to 03/02/08	4 & Appendix 1-B	Unit Two Test	60
UNIT THREE				
8	03/03/08 to 03/09/08	5	<p>1. Read Chapter</p> <p>2. View the PowerPoint Presentation</p> <p>3. Discussion Boards: <ul style="list-style-type: none"> ▶ Ch5DB1: Types of Errors in Survey Research ▶ Ch5DB2: Types of Surveys ▶ Ch5DB3: Determination of the Survey Method </p> <p>4. Assignment: <ul style="list-style-type: none"> ▶ Ch5AL1: Questions for Review and Critical Thinking, numbers 1, 4, 5 & 6 only, pages 178 & 179 </p> <p>5. Chapter Five Comprehension Questions</p>	<p>20</p> <p>20</p> <p>20</p> <p>20</p> <p>10</p>
	03/10/08 to 03/16/08	SPRING BREAK WEEK		
9	03/17/08 to 03/23/08	8	<p>1. Read Chapter</p> <p>2. View the PowerPoint Presentation</p> <p>3. Discussion Boards: <ul style="list-style-type: none"> ▶ Ch8DB1: Attitude Measurement Scales ▶ Ch8DB2: Considerations in Selecting a Scale </p> <p>4. Assignment: <ul style="list-style-type: none"> ▶ Ch8AL1: Questions for Review and Critical Thinking, numbers 1, 3, 11, 15 & 16 only, page 281 </p> <p>5. Chapter Eight Comprehension Questions</p>	<p>20</p> <p>20</p> <p>25</p> <p>10</p>
9	03/17/08 to 03/23/08	5 & 8	Unit Three Test EC2: Optional Extra Credit: Zoomerang	60 30
UNIT FOUR				
10	03/24/08 to 03/30/08	9	<p>1. Read Chapter</p> <p>2. View the PowerPoint Presentation</p> <p>3. Discussion Boards: <ul style="list-style-type: none"> ▶ Ch9DB1: Questionnaire Design Process ▶ Ch9DB2: Major Types of Questions ▶ Ch9DB3: Question Wording </p> <p>4. Assignment:</p>	<p>20</p> <p>20</p> <p>20</p>

			<ul style="list-style-type: none"> ▶ Ch9AL1: Questions for Review and Critical Thinking, numbers 1, 7, 8 & 9 only, page 323 ▶ Ch9AL2: Real Life Research 9.1, page 324 	<p>20</p> <p>30</p> <p>10</p>
11	03/31/08 to 04/06/08	9	<ol style="list-style-type: none"> 1. Read Chapter (review) 2. View the PowerPoint Presentation (review) 3. Discussion Board's: <ul style="list-style-type: none"> ▶ Ch9DB3: Tips for Designing a Good Questionnaire ▶ Ch9DB4: Sequencing and Questionnaire Layout ▶ Ch9DB5: Open-Ended Questions Can Provide Valuable Insights 4. Assignment: <ul style="list-style-type: none"> ▶ Ch9AL3: Questionnaire 	<p>20</p> <p>20</p> <p>20</p> <p>50</p>
12	04/07/08 to 04/13/08	10	<ol style="list-style-type: none"> 1. Read Chapter 2. View the PowerPoint Presentation 3. Discussion Boards: <ul style="list-style-type: none"> ▶ Ch10DB1: Developing a Sampling Plan ▶ Ch10DB2: Probability and Nonprobability Samples 4. Assignment: <ul style="list-style-type: none"> ▶ Ch10AL1: Questions for Review and Critical Thinking, numbers 3, 4, 10 & 11 only, page 353 5. Chapter Ten Comprehension Questions 	<p>20</p> <p>20</p> <p>20</p> <p>10</p>
12	04/07/08 to 04/13/08	9 & 10	Unit Four Test	60
UNIT FIVE				
13	04/14/08 to 04/20/08	12	<ol style="list-style-type: none"> 1. Read Chapter 2. View the PowerPoint Presentation 3. Discussion Boards: <ul style="list-style-type: none"> ▶ Ch12DB1: One-Way Frequency Tables ▶ Ch12DB2: Graphic Representations of Data ▶ Ch12DB3: Cross Tabulation 4. Assignment: <ul style="list-style-type: none"> ▶ Ch12AL1: Cross Tabulation 5. Chapter Twelve Comprehension Questions 	<p>20</p> <p>20</p> <p>20</p> <p>40</p> <p>10</p>
14	04/22/08 to 04/27/08	14	<ol style="list-style-type: none"> 1. Read Chapter 2. View the PowerPoint Presentation 3. Discussion Boards: <ul style="list-style-type: none"> ▶ Ch14DB1: The Research Report ▶ Ch14DB2: The Research Presentation 4. Assignment: <ul style="list-style-type: none"> ▶ Ch14AL1: Research Report and Presentation 5. Chapter Fourteen Comprehension Questions 	<p>20</p> <p>20</p> <p>100</p> <p>10</p>
14	04/22/08 to 04/27/08	12 & 14	Unit Five Test	60
15	04/28/08 to 05/04/08		MRN: Market Research in the News	25
16	05/05/08 to 05/08/08		Course Wrap Up	

Learning activities are all located in the **Assignments** button in Blackboard. Each week has a folder with all of the activities inside of it – here you will find all the instructions for each activity. Make sure to finish all activities in the week before you go onto the next one.

All weekly activities are due by Sunday evening at midnight *with the exceptions of:*

- Discussion Board Initial Postings - You will be responsible for posting your initial thread to all weekly Discussion Boards by Wednesday midnight.

No late work is accepted for this course. If you have extenuating circumstances, it is essential that you email the instructor.

ACTIVITY OVERVIEW	
Discussion Board	<p>Discussion Boards are located in each Unit and there is at least one Discussion Board for each chapter. Each Discussion Board is worth 20 points and the grading rubric is attached to the discussion question in Blackboard.</p> <p>You will be responsible for posting your initial thread by Wednesday midnight. You will also be responsible for responding to another classmate by Sunday evening at midnight.</p>
Assignments	<p>Each assignment is to be completed in Microsoft Word. You will submit your assignments directly through Blackboard.</p> <p>All assignments are due by Sunday evening at midnight.</p>
Chapter Comprehension Questions	<p>Chapter Comprehension Questions consist of true and false questions, worth one point each. Once you begin the activity, you will have to answer all of the questions and will not be permitted to revisit the activity. You may use your book when answering the questions.</p> <p>All Chapter Comprehension Questions are due by Sunday evening at midnight.</p>
Unit Tests	<p>Unit Tests are incorporated into this online course. Tests must be completed once they are opened. Each question is worth 2 points and every test has a different amount of questions. For example, in Unit 1 there are 45 questions 15 pertaining to Chapter 1, 15 questions pertaining to Chapter 2, and 15 pertaining to Chapter 3, for a total of 45 questions worth two points each. The tests consist of multiple choice questions.</p>
Market Research in the News	<p>Each student will identify a news article relating to course content. You will prepare a professional paper one to two pages in length <i>using the format and content specified</i>.</p> <p>Content for your paper should be based on some concept(s) from the major units of study covered in class. Articles should be found online at popular business magazine sites, Internet news searches or newspapers and submitted to your Instructor along with your paper. This assignment is worth a possible 25 points. You will submit your assignments directly through Blackboard.</p> <p>All assignments are due by Sunday evening at midnight.</p>
Optional Extra Credit	<p>You will have an opportunity to earn extra credit at the end of Unit One and Unit Three.</p> <p>Extra credit is to be completed in Microsoft Word. You will submit your extra credit directly through Blackboard.</p> <p>All extra credit is due by Sunday evening at midnight.</p>