

**Carthage College  
School of Business & Economics  
Management & Marketing Department**

**MKT 4210W: Market Research  
Fall 2022**

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Tuesday/Thursday 2:20 – 4:00 pm

Clausen Center 113

Sept. 8 – Dec 16, 2022



# Syllabus Highlights

Instructor: **Lisa Franklin, Assistant Professor**

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Office: LH 238

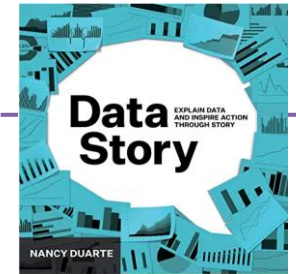
**Drop-In Hours: Mondays 1:00 - 4:00 pm,  
Wednesdays 9:00 - 11:00 am,  
or by appointment.**

- There are two required books for this class:
  - Market Research in Practice – 3<sup>rd</sup> Edition,
    - Hague, Cupman, Harrison, and Truman
  - Data Story, Nancy Duarte

# Class Methodology

This is an active learning course. It will include lectures, discussions, written assignments, small team projects and presentations.

Competence



Reinforcement



Practice



TEAMWORK

# Course Description

**Market Research explores the methods we use to understand customers and their needs so we can make good business decisions.**

**The methodologies we will use are qualitative and quantitative and borrow from Design, Economics, Psychology, and Sociology.**

**We will discuss the role of research and how it influences business decisions and actions, including:**

- The assessment of the marketplace
- Understanding customer/consumer needs and wants
- Market Segmentation and targeting
- The Value Proposition
  - Creating value
  - Capturing value
  - Delivering value
  - Communicating value

# Writing Across the Curriculum

## **Learn to Write:**

- Students will learn to use compelling headlines, controlling ideas, and the elements of story to engage their target audiences.
- Students will write recommended actions for approval using a blend of logical and persuasive writing. This means they will prove the facts revealed in data and incorporate language and annotated charts/graphs to move others to action.
- Students will write data-driven pieces in regular language that ordinary people should understand. This means they will complete work that is technical in nature but vernacular in style.

## **Write to Learn:**

- Students will demonstrate understanding of the course material through reflective writing exercises and essays.

# Student Learning Outcomes (SLOs)

**SLO #1: Students will understand the role of research relative to the Marketing Mix (4P's - Product, Price, Place, Promotion).**

**SLO #2: Students will be able to identify viable target markets and determine market segmentation based on research.**

**SLO #3: Students will demonstrate an understanding of qualitative and quantitative research methods and their use in identifying customer needs/wants.**

**SLO #4: Students will be able to develop hypotheses, extract insights and recommend sound actions for professional marketing problems.**

**SLO #5: Students will demonstrate the ability to give, receive, and apply constructive feedback through verbal and written critiques.**

**SLO #6: Learn to Write -- Students will demonstrate marketing writing techniques to communicate with target audiences.**

**SLO #7: Write to learn -- Students will demonstrate an understanding of the course material through reflective exercises and essays.**



# Learning to Write & Writing to Learn

These exercises will provide the opportunity to practice writing skills while learning the concepts in this class.

**In-Class writing exercises** (~ 100 words) practicing techniques for logically framing and connecting ideas with a compelling message.

**Short Papers** (~ 500-700 words) practice applying persuasive writing techniques while reflecting on the marketing research methods and skills learned through lectures, videos, text, team exercises.

**Team In-Class Workshops** (~300-500 words) Developing hypotheses and quantitative survey questions, execute research, and synthesize data.

**Team Project & Presentations** Teams will communicate their research findings work through written reports and oral presentations.

# In-Class Quiz

- **There will be one In-Class Quiz**
- Multiple Choice and Essay Questions
  - Research techniques/tools
  - Vocabulary







## Team Project

- **Students will work in teams to complete a primary research project using qualitative and quantitative techniques** designed and executed to answer a specific research question.
- **Teams will present their insights, conclusions, and recommendations to the class and will receive audience and instructor feedback.**
- **All team members will receive the same grade for the project.**
- **Peers will provide feedback on individual team members** based on their contribution to the project.

# Individual – Peer Evaluation Criteria

Rate YOUR TEAM MEMBERS AND YOURSELF on a 1 - 10 scale on the following criteria.  
(1 = Lowest, 10 = Best, Total Maximum per person = 50 Pts)

TEAMWORK	CREATIVITY	WORK QUALITY	PARTICIPATION	LEADERSHIP
Positive attitude, trusts others, collaborates easily, good listener	Contributes new ideas, approaches and skills, adapts easily	Reliable, completes work on time, attention to detail	Dedicated, attends & contributes to meetings, good follow-through	Takes responsibility, demonstrates organizational and communication skills

# Attendance & Participation

*“Eighty percent of success is showing up.”*

*– Woody Allen*

- My life experience has shown this to be true again and again. Showing up is the first step in succeeding in any endeavor. Your team and I depend on your engagement and unique contributions to the class. It is my personal goal to create a vibrant environment where we can all learn together.
- **Consequently, you will earn 2 points for attendance & class participation.**
  - **Note: Points will not be given for excused absences.**
- **Participation is critical and always expected!**

# Evaluation & Assignments

- Assignments may change throughout the semester at the discretion of the instructor.

	Graded Categories	Percentages
<b>Individual Activities</b>	Attendance & Participation	7%
	In-Class Writing Exercises	5%
	Short Papers	44%
	In-Class Quiz	7%
	Peer Feedback	5%
	<b>Sub-Total</b>	<b>68%</b>
<b>Team Activities</b>	In-Class Team Workshops	27%
	Team Presentation #1 – Qualitative Research Project	7.5%
	Audience Feedback	5%
	<b>Sub-Total</b>	<b>32%</b>
	<b>TOTAL</b>	<b>100%</b>



# Grading Scale

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- Note: I generally do not give extra credit assignments.
- The time to go the extra mile is before the race is over!

Points Earned	Grade Earned
980 and above	A+
930 - 979	A
900 - 929	A-
870 - 899	B+
830 - 869	B
800 - 829	B-
770 - 799	C+
730 - 769	C
700 - 729	C-
650 - 699	D
649 and below	W

# Covid-19 and Monkeypox

## Classroom

- Masks are not required, but we fully support faculty and students who choose to wear them. Our academic program will be in person except for a very small number of approved exceptions.
- Students who are not feeling well are encouraged to not attend class or other academic activities.
- Students who test positive for COVID are asked to isolate for five days and wear a mask for five days after that.
- Those who experience a close contact with someone who has a confirmed case of COVID are asked to wear a mask for five days following and test on the fifth day.
- Faculty will provide accommodations for students who test positive either through virtual means or otherwise.

## Monkeypox

- The institution is monitoring evolving information on the Monkeypox virus and is working with local health resources to prepare for any possible cases.
- Information on this virus will be available in multiple formats. More information can also be found on the [CDC webpage](#). Should you have concerns about symptoms, please contact the Health and Counseling Center, which can assess symptoms and put you in contact with the appropriate resources.
- **The COVID-19 committee will continue to meet weekly to monitor the internal and external environment as we move through the year.**
- Should circumstances change, we will be ready to reach out to the community with new guidance.
- Thank you for your continued participation, and we look forward to a healthy and safe semester!

# Learning Accommodations

- Carthage College strives to make all learning experiences as accessible as possible.
- If you anticipate or experience academic barriers due to your disability (including mental health, learning disorders, and chronic medical conditions), please let me know immediately so we can discuss options privately.
- To establish reasonable accommodations, you must register with Diane Schowalter in Learning Accessibility Services ([dschowalter1@carthage.edu](mailto:dschowalter1@carthage.edu)).



# Basic Needs Policy

- Your safety and well-being is more important than anything in this class.
- Please feel free to reach out to me if you are struggling for any reason – including issues securing food, housing, or personal safety.
- In addition to any support I can provide, I will work hard to help you find every resource available to you at Carthage.