

**Illinois Institute of Technology
Stuart School of Business
Course Syllabus
Fall 2011**

Instructor Information

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Office hours: T-TH 1:30-3:00 on main campus

Course Information

Course #: BUS 473-1
Course name: Marketing Research
Course description: An introduction to Market Research emphasizing practical research and analytical tools.
Course day and time: T-TH 3:15-4:30

Course Objectives: Upon completing the course the student will :

1. Understand the Market Research Process and the role of research in Marketing decision making.
2. Be familiar with secondary research sources and use them appropriately.
3. Be capable of choosing among the three Primary research designs and implementing as needed
4. Design a simple questionnaire and field a survey with valid sampling
5. Conduct analysis using SPSS software
6. Use basic analytical techniques to develop research findings
7. Explain the factors leading to research error/bias and ways to mitigate them
8. Appreciate ethical issues raised by marketing research
9. Prepare and present professional research reports and oral presentations

Pre-requisites: BUS 371

Required Course Materials

Text: Marketing Research, 6th Edition
Alvin C. Burns , Ronald F. Bush | © 2010 | Cloth ; 672 pages

2 copies of the textbook are available on reserve at Galvin

Recommended IBM® SPSS® 18.0 Integrated Student Version, 18th Edition
Inc. SPSS | © 2011 | CD-ROM Only

Study Guide and Technology Manual for SPSS, Marketing
Research, 6th Edition
Alvin C. Burns , Ronald F. Bush | © 2010 | Paper ; 500 pages

Materials:

Software: SPSS 19.0 is available in the student lounge and campus
computer labs

Text References: Other readings on BlackBoard and Galvin Library reserve

Supplemental materials on the Pearson website:
http://wps.prenhall.com/bp_burns_research_6/

Course & Instructor Policies

Make-up: There will be no make-up exams offered. Students are expected
to be present as scheduled for projects and presentations.

Late work: No late homework or cases will be accepted, late reports will
incur a one letter grade (10 point) penalty

Class attendance: Mandatory, a large portion of the class grade will reflect
classroom participation, projects depend on student availability, any student with
more than 4 unexcused absences will fail the class

Classroom Conduct: The class will be run as a professional market research firm.
Students are expected to behave professionally and to contribute to the discussions
and work of the class. Any absence should be arranged in advance. Students are
expected to read assigned materials and complete homework and case assignments
prior to class. Unprofessional conduct will not be tolerated.

Grading System/Policy

The overall grade for BUS 473 will be determined as follows:

Class Participation:

Class Discussions 115 points

Assignments:

Homework 310 points

Case Assignments (7 @ 35 points each) 245 points

Projects (3 @ 90 points each +

2 presentations @ 30 points each) 330 points*

1000 points

Incompletes: No incompletes will be given.

Homework assignments will generally be completed individually, case assignments in small groups and project work in teams. For team based project work evaluations of each individual's contribution to the team effort will count for one quarter of the project grade.

Homeworks should be submitted on BlackBoard before class begins on the day they are due. I will use Safe assign to monitor for possible plagiarism, generally assignments should be submitted to Safeassign according to instructions I will provide on the BlackBoard site,

Students should also bring hard (or electronic as appropriate) copies to class to support class discussions and turn these in at the end of the class period.

Disabilities

Reasonable accommodations will be made for students with documented disabilities. In order to receive accommodations, students must obtain a letter of accommodation from the Center for Disability Resources and make an appointment to speak with me as soon as possible. My office hours are listed on the first page of the syllabus. The Center for Disability Resources is located in the Life Sciences Building, room 218, 312-567-5744 or disabilities@iit.edu

Copyright/Plagiarism/Academic Integrity

Rules on Plagiarism and Academic Integrity

Plagiarism and other violations of academic integrity are strictly prohibited and subject to penalty as defined by the University. The academic integrity material in the handbook is found at page 30 in the IIT student handbook. Students will be expected to conform to the rules and procedures set forth in the handbook.

The code of conduct governing writing by students at IIT requires original writing, prohibits plagiarism and provides severe sanctions for plagiarism. Original writing consists of thinking through ideas and expressing them in your own way. If the ideas are from other sources, use footnotes or other citation methods to indicate the source of the ideas. Plagiarism is the act of passing off someone else's work or ideas as your own. The sanctions include, but are not limited to, expulsion and the imposition of a punitive grade of 'E'.

What is Plagiarism?

Often there is some confusion as to what constitutes plagiarism. Plagiarism is the act of passing off someone else's work as your own. To assist in providing an understanding of the types of writing that constitute plagiarism, three types of are each discussed below. Also discussed below is the problem of "string citations." String citations are not plagiarism, but many professors will reject string citations because they are not the student's original work.

Word for Word copying: The use of any phrase or excerpt from another source requires the use of quotation marks around the copied material, or if the material is more than a few lines, the copied material should be placed in its own indented paragraph. A citation in proper form is always required to identify the source.

Plagiarizing by Paraphrase: When a writer uses a source, substitutes words and sentences, or even changes the order but keeps the meaning of the original, a citation is required. In the example given below, the original is on the left. The paraphrase in the right box constitutes plagiarism.

<p><u>Original:</u> It is not generally recognized that at the same time when women are making their way into every corner of our work-world, only one percent of the professional engineers in the nation are female. A generation ago, this statistic would have raised no eyebrows, but today, it is hard to believe.</p>	<p><u>Paraphrase:</u> Few people realize now that women are finding jobs in all fields, that a tiny percentage of the country's engineers are female. Years ago this would have surprised no one, but now it seems incredible.</p>
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The writer could avoid plagiarism here by acknowledging the source and providing a proper citation.

Mosaic Plagiarism: Here the writer lifts phrases and terms from the source and embeds them in his own prose. An example follows in which the lifted phrases are underlined:

The pressure is on to get more women into engineering. The engineering schools and major corporations have opened wide their gates and are recruiting women zealously. Practically all women engineering graduates can find attractive jobs. Nevertheless, at the moment, only one percent of the professional engineers in the country are female.

Mosaic plagiarism is sometimes caused by careless note taking. However, it looks dishonest and is judged as such. The use of quotation marks around the original wording and citation avoid the problem of plagiarism. Often a better approach is to use paraphrase or to quote directly (with appropriate citations).

Plagiarism can be avoided by providing citations for the sources of any material, including *ideas, phrases, or sentences* that you have used in your paper. A number of different systems are available for providing citations. The key to all of them is that the writer must clearly identify for the reader the sources of all material (including ideas) that have come from somewhere else.

String Quotation Problem: Sometimes a student will write a paper consisting of a string of quotations. It is usually much better for a student to provide his or her own analysis and write the paper in his or her own words. Many professors will reject a paper consisting primarily of material quoted from other sources because they do not view such a paper as the student's own work. You should understand your professor's view with respect to string quotations prior to writing your paper.