

The Ohio State University
Max M. Fisher College of Business

BUS-M&L 758 Marketing Research
Winter 2005

Tuesday and Thursday, 10:30 a.m ~ 12:18 p.m.
315 Schoenbaum Hall

Instructor: Qing Liu
Office: 344 Fisher Hall
Phone: 292-7249
E-mail: liu.124@osu.edu
Office hours: Thursday 1:30 p.m. – 3:30 p.m.

Required Text

Naresh K. Malhotra, *Basic Marketing Research*, Prentice Hall, 2002.

Students are also required to have a calculator. If you haven't already done so, it is recommended that you purchase a good business analyst calculator.

Course Objective

As an introductory course in marketing research, this course is designed to

- provide a basic understanding of research methodology and its implementation in marketing
- understand the role, scope, and process of marketing research
- enable the student to do real marketing research

This course emphasizes an applied approach with practical applications of marketing research in management.

Course Evaluation

Grades will be based on the followings.

Midterm exam	20 %
Final exam	25 %
In-class Quiz	15 %
Class participation	10 %
Homework	30 %
<hr/>	
Total	100 %

1. Exams (20% + 25%)

The exams will not be cumulative. A midterm (20%) and a final (25%) will consist of multiple choices, short answer, and other miscellaneous-type questions based on lecture notes, class discussion, and textbook. **Students are responsible for all topics in the assigned chapters of the textbook whether or not they were discussed in class.**

2. Quizzes (15%)

There will be 2 quizzes during the quarter. All of them will be pre-announced. Questions will come from lecture and textbook topics.

Students are permitted to use a calculator and to have **TWO DOUBLE-SIDE**, 8 ½" X 11" sheet of paper with notes, definitions, etc. to use for quizzes and exams. During exams and quizzes, **NO** question except typing errors will be taken. During exams and quizzes, only pen, pencil, correct pen, eraser, rule, calculator, and one-page note are allowed to be left on the table.

3. Homework (30%)

There will be three homework assignments throughout the quarter. These assignments will emphasize the acquisition, analysis, and presentation of data using the computer.

4. Class Participation (10%)

Class participation grade for a student will be based on her/his class attendance, the instructor's assessment of the frequency and quality of her/his participation during class discussion, and e-mail etiquette. Please turn in the BIO sheet so that I can make a more objective assessment of your participation. If the student misses a class, s/he is responsible for getting all the information (announcements, changes in schedule, etc) discussed in class that s/he missed.

Other

All quiz dates, exam dates, and homework due dates are included on the Course Outline on WebCT. Please make note of these dates and plan your quarter accordingly. With a valid written excuse, missed exams, quizzes, or homework will be dealt with on an individual basis. Without a valid written excuse, missed exams, quizzes, or homework will result in a grade of 0 for that assignment.

Students are encouraged to e-mail the instructor with simple questions of clarification, to set-up appointments, etc. However, e-mail should not be seen as an alternative to class participation, asking questions after class, or meeting during office hours. Not all questions can be effectively answered by e-mail. The instructor reserves the right to respond to any e-mail question by suggesting a one-on-one meeting, or addressing the question during the next class session.

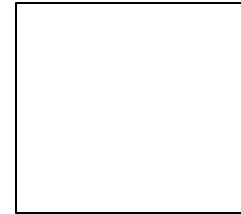
Due: Tuesday, January 11, 2005

BIO SHEET
BUS M&L 758 Marketing Research

Name:

(e-mail): _____

(phone). (_____) _____ - _____



Major:

Why did you pick this major?

Year in School:

Courses taken(in marketing and business statistics area):

Marketing:

Statistics or Mathematics:

Work experience in marketing or marketing research, if any:

What type of job do you hope to get after graduation (e.g. advertising, sales, brand management, etc.)

Please attach your photo in the upper right and corner of this sheet (if available). It will help me judge your participation.