

## **MKT491 Marketing Research Project**

### **(3 credit hours)**

### **Course Syllabus**

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### **Course Description**

The Research Project is a challenging part of the Marketing Major. It is demanding, but when it is finished, it will have a pattern of research that can be used for an individual's entire professional career. The Research Project spans the complete curriculum. The Marketing Research Project involves the learner in choosing a problem to solve, thoroughly researching it, designing a specific plan of action, and writing an extended report. The Marketing Research Project will focus many of the new skills that have been learned from the course work in this major. The project includes the practical application of the learning thus far achieved by the students. There is extensive brainstorming, giving and receiving feedback, and cooperative support from classmates. The project will require analysis and resourcefulness. This project is a complex and rewarding part of the learning experience.

### **Course Learning Outcomes**

By the end of this course, you will be able to:

1. Emphasize the value of research in Marketing.
2. Improve skills in recognizing, stating, and solving problems objectively.
3. Improve skills in reading and analyzing research.
4. Develop resourcefulness conducting research.
5. Develop research-writing skills.
6. Improve presentation skills.
7. Create a positive change in the organization or community for which it is designed.

### **Prerequisites/Corequisites**

MKT majors only; Senior standing and permission of School Dean or Designee

### **Required Textbook(s) and Resources**

Polonsky, M. J. & Waller D. S. (2019). *Designing and managing a research project: A business student's guide*. (4th ed). SAGE Publications. ISBN13: 9781544316468

Be sure to also review the weekly **Explore** sections for additional library or web resources. For access to databases, research help, and writing tips, visit the [Tiffin University Library](#).

## Time Commitment

Effective time management is possibly the single most critical element to your academic success. To do well in this online class you should plan your time wisely to maximize your learning through the completion of readings, discussions, and assignments. Because of our accelerated, seven-week term, TU online courses are designed with the expectation that you dedicate a little over **six (6)** hours per credit hour to course activities and preparation **each week**. For example, for successful completion of a three-credit, seven-week online course you should reserve roughly **twenty (20) hours per week**.

To help plan your time and keep on track toward successful course completion, note the distinctive rhythm of assignment due dates:

1. All times assume Eastern Time (GMT-4).
2. Weeks begin at 12:00 a.m. ET on Monday and end at 11:55 p.m. ET on Sunday.
3. Unless otherwise noted, initial assignments or discussion posts are due by **11:55 p.m. ET on Wednesdays**.
4. Additional assignments or follow-up discussion posts are due by **11:55 p.m. ET on Saturdays, and**
5. Major assignments and reflections are typically due by **11:55 p.m. ET on Sundays**.

## Learning Activities

This course is built around the action research project in marketing. You will spend the seven weeks of the course designing all aspects of a research problem, from topic selection through submission of a final report. Discussions with classmates and your instructor will offer you opportunities to collaborate on best practices and share your findings.

## Grading

The chart below identifies the individual contributions from each type of activity, per week.

Activity	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Total
Discussion	40	40	40	40	40	40	40	<b>280</b>
Assignment	100	100	100	100	100	100	120	<b>720</b>
<b>Total</b>	<b>140</b>	<b>140</b>	<b>140</b>	<b>140</b>	<b>140</b>	<b>140</b>	<b>160</b>	<b>1000</b>

## Grading Scale

A: 90-100% | B: 80-89% | C: 70-79% | D: 60-69% | F: <60%

## Course Schedule and Weekly Checklist

Topic	Learning Activities (Due by 11:55 p.m. ET on day designated)
Week 1: Choosing a Topic	<ul style="list-style-type: none"><li><input type="checkbox"/> WED: Introduction Forum</li><li><input type="checkbox"/> WED: Research Paradigms Discussion</li><li><input type="checkbox"/> SAT: Discussion Responses</li><li><input type="checkbox"/> SUN: Problem Analysis and Project Proposal</li></ul>
Week 2: Project Management	<ul style="list-style-type: none"><li><input type="checkbox"/> WED: Ethics in Research Discussion</li><li><input type="checkbox"/> SAT: Discussion Responses</li><li><input type="checkbox"/> SUN: Action Research Project Section 1</li></ul>
Week 3: The Literature Review	<ul style="list-style-type: none"><li><input type="checkbox"/> WED: Finding Resources Discussion</li><li><input type="checkbox"/> SAT: Discussion Responses</li><li><input type="checkbox"/> SUN: Literature Review Draft</li></ul>
Week 4: Literature Selection	<ul style="list-style-type: none"><li><input type="checkbox"/> WED: Validity, Reliability, and Credibility Discussion</li><li><input type="checkbox"/> SAT: Discussion Responses</li><li><input type="checkbox"/> SUN: Action Research Project Section 2</li></ul>
Week 5: Research Objectives and Design	<ul style="list-style-type: none"><li><input type="checkbox"/> WED: Research Objectives Discussion</li><li><input type="checkbox"/> SAT: Discussion Responses</li><li><input type="checkbox"/> SUN: Measurable Objectives and Designing an Intervention</li></ul>
Week 6: Data Analysis	<ul style="list-style-type: none"><li><input type="checkbox"/> WED: Data Collection Plans</li><li><input type="checkbox"/> SAT: Discussion Responses</li><li><input type="checkbox"/> SUN: Action Research Project Section 3 Draft</li></ul>
Week 7:	<ul style="list-style-type: none"><li><input type="checkbox"/> WED: Final Reflections</li><li><input type="checkbox"/> SAT: Discussion Responses</li></ul>

Topic	Learning Activities (Due by 11:55 p.m. ET on day designated)
Presenting Your Results	<input type="checkbox"/> SUN: Action Research Project Final Draft

### Tips for Success

Successful online learning requires a good deal of self-discipline and self-direction. As seekers of the truth, we should be willing to challenge and review one another's academic work in a spirit of respectful comradery and constructiveness. Your course is a place for you to stretch and grow as you benefit from the expertise, knowledge, experience and diverse perspectives of your instructor and peers. Constructive feedback will challenge you to stretch your own thinking, thereby expanding your knowledge, understanding and application.

To get the most out of your learning experience, you should actively engage (participate) in **ALL** course activities. Course elements are arranged chronologically. To complete a week, simply work your way "down the page" through all of the course materials and activities.

### For More Information:

Be sure to review the [Support, Policies, and Procedures](#) addendum.