

**WILMINGTON UNIVERSITY  
GRADUATE PROGRAM  
CLASS INFORMATION & SCHEDULE**

**FACULTY MEMBER:**           **TERM:**

**COURSE TITLE:**    **Market Research and Consumer Behavior**

**COURSE NUMBER:** **MBA 7603**



## **METHODOLOGY:**

### **A. Teaching Methods:**

Online class using a textbook supplemented by online resources, quizzes and assignments.

This class will be taught using electronic, distance instructional methodology including required reading and viewing assignments, individual writing and research assignments, discussion board interactions, online quizzes and the creation of a final project with a PowerPoint-style presentation. Information and assignments will utilize the CANVAS site for the course.

This course is a 3-credit accelerated graduate course in marketing research offered in seven weeks.

**Students should expect to devote sufficient study time and effort** to successfully complete multiple assignments, quizzes, discussion boards, and a comprehensive consumer research project.

This course requires stable and regular access to the internet as well as students' ability to work independently and possess functional computer skills.

All course material will be posted to the CANVAS course site. All general emails to students in this course will be made through CANVAS using your designated Wilmington University email address. 2 7919Tm0 g0 G

**Article Summary** – 100 points (10% of total grade)

Students are required to create a written sum

**Marketing Research Proposal Paper** – 100 points (10% of total grade)

Students must select a business-based consumer topic that interests them personally. It can be related to your occupation, a hobby, something you read about in the newspaper, a company you do business with or frequent. Based on your topic you will then need to pretend that you are either a marketing researcher

primary research. The textbook and online resources on the course site provide examples of how to write professional quality questionnaires.

For your survey include questions where the responses generated will help answer your research objective(s). (Most students use the same idea for this assignment that they created for their marketing proposal paper.) Keep in mind that each question must directly or indirectly relate to a research objective or it is of no real value. Some of the objectives will need more than one survey question. Your survey should include the following considerations:

- Include an introduction and a thank you imbedded in the survey
- Only 1 or 2 questions per page
- Use a topics and a demographics section
- Write clear questions that have been pretested and also checked for grammar, spelling, etc.
- Include an appropriate scale for each question.
- Use different types of questions
- Make sure that all questions must be answered
- Use graphics and background settings appropriate to your survey topic
- Use a backwards button
- If used, check skip patterns to make sure they work for both paths of the skip.
- Your survey must include at least 12 questions besides demographical questions

Students must also develop an invitation used to attract participants to your survey. This is the language used when you send your survey out via email or through social media or both. Your invitation is vital as it is the first impression someone will get of your request for participation/assistance

Students must receive a minimum of 30 independent responses/inputs to their survey; keeping in mind that more than 30 will make your results more valuable. The professor will review the initial survey and make comments which will allow students to make final adjustments before making the survey “live.”

#### **Data Analysis Project – 100 points (10% of total grade)**

Students will consolidate, analyze, and draw conclusions from the results of their primary research gathered during their online survey development project. These results will be automatically accumulated by SurveyLegend.com

**Research Final Report Paper** – 100 points (10% of final grade)

Students will develop a final paper and a professional 8 – 10 slide PowerPoint-style presentation of their overall research project. The final report will loosely follow the professional report format shown in Chapter 16 of the text (note, an executive summary and table of contents are **not** required). Your report will be comprised of information and work developed in the first three parts of the project. The report should be written as

### **University Academic Integrity Policy**

The two case study assignments are individual, not group assignments. Each student is to prepare their own work and spreadsheets.

Plagiarism and other forms of academic dishonesty are unacceptable. It is your responsibility to read, understand





Complete Discussion Board Assignment 3  
Complete Quiz 5 online prior to Week 6

**Week 6**