

CHAMINADE UNIVERSITY - HONOLULU, HAWAII
SPRING EVENING SESSION 1999 - APR 8 - JUN 10
SYLLABUS: MKT 418, MARKETING RESEARCH

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INSTRUCTOR: Gloria IC Wong Phone: 537-5738 [email: Gwong1216@aol.com](mailto:Gwong1216@aol.com)

Credits: 3 Day/Time: Saturday, 9:00 a.m. - 1:00 p.m. Place: Main Campus, Henry Hall 223
Prerequisite: BUS 234 (Stats), MKT 304 (Prin.), BU 203 (MI5).
Textbook: Marketing Research, 2nd ed., Alvin C. Burns and Ronald F. Bush, 1998, Prentice-Hall.

Description and Objectives of Course:

Research methodology and analysis of data for evaluation of marketing forecasting, performance, new products, advertising and distribution effectiveness. Marketing decision-making to minimize risk factors. Includes market research project or **practicum** at a market research firm.

The objective of the class is to educate the participants on the purposes, procedures, and applications of marketing research as well as to introduce them to the various types of firms in the marketing research.

Lectures will be given, but the emphasis will be on your contributing application of principles & skills.

Evaluation and Grading:

Letter grades will be given based upon a "Standard" according to the number of points earned.

Attendance & Class Participation [average of total]	- assignment, quizzes	33.3%
Project - Individual (within group)		33.3%
Final exam		33.3%

90-100 A	4.0	F(D) Failure because of Academic Dishonesty
80-89 B	3.0	W Withdrawal
70-79 C	2.0	I Incomplete
60-69 D	1.0	CR/NC Credit/No Credit
59+below F	0	

- Note
- 1: Class will begin promptly. Attendance is required.
 - 2: Extra credit project may be **arranged** by individual request. If you will be missing classes, it will be up to you to **offer** make-up projects to compensate for your grade.
 - 3: Contribution is key to elevating your grade (attendance/participation)... on time, every time.
 - 4: You're expected to have read chapters and present assignments on due dates (lateness will result in a lesser grade).

ACADEMIC BEHAVIOR:

Chaminade's policies regarding academic honesty are explicit in the general catalog. No student may cheat on quizzes or practice. Violence or drugs in the classroom will not be allowed.

DATE ASSIGNMENTS (tentative)			
		May 15	Ch 14 - 15 Project research design
April 10	Getting to know you		
Sat.	Total Course Preview (expectations). Project description - SPSS	May 22	Ch 18 Project data collection & data input - SPSS
April 17	Ch 1-3	May 29	Ch 18 -19 Project Analysis - SPSS
April 24	Ch 4 <i>Project initiation - Guidelines</i>	June 5	Ch Project Analysis & Presentations
May 1	Ch 5 Project Schedule	June 12	Final Exam , chapters assigned.
May 8	Ch 6-10 Define Project Problem, Identify information objectives		The chapters not listed will not be tested or reviewed in class; however, the reading and understanding of the material will enable you to fulfill the requirements of your Project.