**Chaminade University**

**Day Undergraduate Program**

**MKT 437: Consumer Research**

**MKT 437L: The Lab – Research Project**

**Course Schedule**

Quarter: Fall 2020

Course location and time T / TH: 1-2:30pm, Henry Hall 203

Lab: Tuesday: 2:40 – 3:40pm, Henry Hall 203

**Instructor Contact Information and Availability**

Course Instructor: Wera Panow-Loui

Administrative Assistant Phone: (808) 440-4280

Mobile Phone: (808) 282-1100

E-Mail: Utilize the “Inbox” via the Canvas dashboard

Secondary: wera.panow-loui@chaminade.edu

Administrative Assistant Phone: (808) 440-4280

Office Hours: Monday: 12-4pm / Wednesday, Friday 9am – 3pm or by appointment

Office: Kieffer 25

I am available to answer questions and provided any assistance needed – both for you individually and your project team. You can reach me as follows:

* In person or Zoom: during office hours (see above) or by appointment
* Email: via Canvas; response time: 24-hours weekdays, 48-hours weekends
* In urgent matters, please feel free to text or call me on my cell (808) 282-1100

**Course Catalogue Description:**

This course introduces students to the range of consumer behavior dimensions that are of interest to marketers as well as techniques and approaches used to conduct market research in order to reduce risk in strategic marketing decision-making. Theories from the social sciences are used to help understand both the psychological and social influences on consumer behavior. Both quantitative and qualitative research techniques are introduced, as well as the wide range of secondary sources of information that market researchers typically consult to improve decision-making. The course content will be applied to real world marketing decision making situations.

**General Purpose of the Course:**

Marketers operate in a challenging environment. It is challenging because they are trying to understand consumer behavior so that they can produce goods and services that create loyal satisfied consumers. Consumer psychology is inherently complex and “tricky” to figure out. Also, marketers are faced with the situation where the “right” answer to their strategy options cannot be known until AFTER their strategies are implemented! Hence, the more marketers can study and research their options, the better they are able to reduce the risk of implementing strategies that fail—strategies that fail to create satisfied, loyal customers. Therefore, this course addresses both the concepts that help us understand consumer psychology and the various research techniques used to support effective marketing decision-making.

**Course Learning Outcomes**

After completing this course students will:

* Demonstrate an understanding of the purpose of consumer research
* Demonstrate an understanding of the theories of both the psychological influences and social influences on consumer behavior
* Demonstrate an understanding of and ability to implement the typical steps in conducting a market research project
* Demonstrate an understanding of the traditional types of research designs, as well as newer ethnographic approaches
* Demonstrate an understanding of the difference between primary and secondary data and how each is collected (including via the internet)
* Demonstrate an understanding of the difference between quantitative and qualitative data and how each is collected (including via the internet)
* Demonstrate an understanding of ethical issues related to the practice of consumer research

**Course Material**

Marketing Research, 2nd edition. Bonita Kolb eISBN-13: 9781526422927

Handouts from various sources, including Basic Marketing Research Vol2

**Instructional Methods and Email Communication**

**Canvas will be utilized to allow for** asynchronous online instruction if necessary and to **supplement in-class instruction.** Course materials, assignments, announcements will be posted on the course website. I**t is important to follow the modules in Canvas and to read the necessary chapters and other supplemental work.** You are responsible for checking the Canvas website regularly.

**All email communication will be conducted via the Canvas Inbox**

**Technology Requirements**

The following are the hardware, software and applications required for this course. Should you have any issues or concerns regarding these requirements, please contact me.

Hardware: **Laptop with WIFI, video and mic** capabilities

Software: **Microsoft Office tools**: Word, PowerPoint or equivalent software for **Mac users** for word processing and presentations

Web-based apps: **Canvas** will be utilized for all instruction, online discussions, and assignments for this course.

I will also periodically utilize [Google Docs](https://www.google.com/docs/about/) to share documents. You may consider using Google Docs for your assignments as well.

You may use [Screencast-O-Matic](https://screencast-o-matic.com/), a free video recording and presentation application instead of a recorded PPT. Tutorial link: [Screencast-O-Matic tutorial](https://www.youtube.com/watch?v=s1jIPo1bWCo)

**Zoom** will be utilized for online meetings. I encourage you to download the software ahead of time. [Zoom download](https://zoom.us/)

Otherwise you will be prompted to do so once you receive a link to log in for a meeting.

You will be able to log in via computer, smartphone / tablet, or call in. However, whenever possible, I prefer that participants log in via Video for greater personalization.

Technical Assistance:

Chaminade Help Desk: [helpdesk@chaminade.edu](mailto:helpdesk@chaminade.edu) [(808) 735-4855](tel:18087354855)

Canvas: log in to Canvas Dashboard and click on the from the sidebar.



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Canvas Student Hotline: +1-877-251-6615

**Instructor Feedback**

Unless otherwise stated, I will provide feedback as follows:

* Email: 24-hours weekdays, 48-hours weekends
* Discussion Posts: I will provide feedback and grades within 48 hours
* Assignments: 4-5 days
* Quizzes/Exams: 1-2 weeks

**Assignments and Participation**

To be successful in this course, your active participation is required. You will be asked to switch from a traditional, “passive” listening role to **active involvement in the learning process**. Hence, taking notes and participating in discussions will not only enrich your learning, but will also reflect positively on your grade.

**ONLINE interaction**

* Weekly online discussion posts
* Online Marketing Plan interaction on your Canvas team page
* Weekly General Discussion Post
* 3pts per DP; 2 for content, 1 for peer comments
* Consumer research project team interaction counts towards your project teamwork points.

**IN CLASS interaction**

* Weekly in-class discussions with Q&A and expressing opinions
* In-class interactive learning assignments

10 bonus points

1. **Required Reading:**

Weekly readings of the chapters from your textbook as indicated and the assignment section. The ***Learning Objectives*** in the beginning of each chapter are a great way to focus your reading on the main ideas.

Additional reading may be assigned.

It is suggested that you at least skim the reading assigned BEFORE class. You do not need to spend a lot of time studying the reading assignment prior to class, but you should have an idea of the topics covered. After class, then you should review the reading assignment.

1. **Discussion Posts:**

There will be weekly online discussion posts regarding a topic covered that week. Each student is required to post their answer to the question(s) and comment on at least one (1) of the shared examples by their peers.

**Due dates**: typically, due date for the business practice example **i*s the middle of the******week*;** due date for the comment post on one of you peers is due ***last day of the week***. Please refer to Canvas for the respective due dates.

1. **Article Assignment**

To enhance your understanding of how to apply marketing/consumer research concepts to business situations or issues, you will either be provided with an article from the popular business press or asked to research an article on your own. Your task is to absorb what the article says, analyze, and then “translate” it into terms that apply of the research concepts we are discussing.

Format:

- 1 Page maximum

- Times New Roman, double-spaced, bullet point format

Outline:

-Your name; article title and reference

- Summary of the article and highlight of the business situation. – **3 pts**

- Consumer research concepts that apply to the situation – **6pts**

**1 point will be given for the clarity in your writing.**

Your write-up will be graded on the basis of the **your ability to extract an important theme/thesis/lesson from the example, your ability to apply, appropriately, what you are learning to the situation, and the clarity with which you express yourself, including "sounding" like a marketer, organizing your ideas logically, and paying attention to spelling and grammar**.

1. **Exams / Quizzes**

There are 4 reading quizzes, 1 Mid-term and 1 Final Exam. These will be a combination of essay, multiple choice and true/false questions from the required reading, as well as possible article excerpts test how well you can make connections between specific concepts and theories you have learned about and the situation described in the articles.

1. **The Lab Research Project: (Group Project)**

Your research project will involve planning and implementing a research project needed to help solve a real-world question. As a result of this experience, you will demonstrate an understanding of the connections between academic work and real-life situations.

Since this is a group project, it will also reinforce the concept of team work – similarly to a working environment where you often need to work with others to complete projects you will collaborate with your peers on designing and planning the research project. You will then work together to interpret the results and present them by the end of the semester.

1. **Progress Meetings**:

This assignment involves scheduling 1 progress meeting with me, so that together we can discuss your work in the class. Periodic performance reviews are common in business settings, so this simulates what you might expect when you are on the job.  **It is your responsibility to set up this meeting.**

*Timeframe: Sept. 15-Oct. 5*

There are 5 points allocated for successfully completing the meeting. Once the deadline has passed to complete the meeting, you lost the opportunity to schedule a meeting and no points will be given.

1. **Chapter Presentations**:

This assignment involves presenting on a chapter from your text. Your task is to read the chapter and, taking on the role of a teacher, present to the class the main points of the chapter using PPT or similar.

**Etiquette and Communication**

**Class Etiquette:**

You are expected to behave in a manner not to disrupt other students or the learning environment, hence please follow these guidelines:

* Turn off mobile phones (unless you are asked to use them in class)
* Laptop use is permitted only for class work
* Arrive on time. If you must leave class early or arrive late for any reason, please let me know in advance.
* Hold private conversations before or after class.

**Netiquette**:

All members of the class are expected to follow rules of common courtesy in all in-class or online class sessions. If I deem any of the course activities or email messages to be inappropriate or offensive, I will advise the chair of the department and the online administrators accordingly and appropriate action will be taken, not excluding expulsion from the course.

**Email:**

* Always include a subject line.
* Remember that without others being able to see your facial expressions or hear your tone, some comments may be taken in a way you didn’t intend. So be careful in wording your emails. Use of emoticons may be helpful in some cases.

**Discussion Groups:**

* Review discussion threads thoroughly before entering the discussion.
* Maintain threads by using the “reply” button rather than starting a new topic.
* Be respectful of others’ ideas.
* Read the comments of others thoroughly before entering your remarks.
* Cooperate with group leaders in completing assigned tasks.
* Be positive and constructive in group discussions.
* Respond in a thoughtful and timely manner.

**Assessment and Grading**

Online Discussion Post (3pts each) – 39 pts

1 Progress Meeting - 5 pts

4 Reading quizzes - 4 pts each

1 Article Assignment –10 pts

1 Chapter Presentation - 10 pts

1 Mid-term exam - 30 pts

Final - 20 pts

Lab Research Project\* - 40 pts

TOTAL SCORE: 170 points

In-class Assignments

& Participation 10 bonus points

Marketing research article analysis 10 bonus points

Due dates for assignments and quizzes are posted under the applicable module in Canvas. **Late assignments** will be accepted; however, 1 point will be deducted per day late. I will make an exception should certain circumstances prevent you from submitting an assignment on time, however you need to communicate with me in advance.

You have the opportunity to earn bonus points – both online and in the classroom. 10 bonus points are given for in-class participation, and 10 bonus points for an online research article analysis at the end of the semester.

\*Lab Research Project Grading Criteria:

Teamwork and engagement -10 pts

Deliverables -15 pts

Final Analysis and Presentation -15pts

TOTAL SCORE 40 pts

**Academic Honesty**

Students are responsible for promoting academic honesty at Chaminade by not participating in any act of dishonesty and by reporting any incidence of dishonesty to an instructor or to a University official. Academic dishonesty may include theft of records or examinations, alteration of grades, and plagiarism. Questions of academic dishonesty in a particular class are first reviewed by the instructor, who must make a report with recommendation to the Business School Dean. Consequences for academic dishonesty may range from an “F” grade for the work in question to an “F” grade for the course to suspension or dismissal from the University.

A student must always submit work that represents his or her original words or ideas. If any words or ideas are used that do not represent the student's original words or ideas, the student must cite all relevant sources.

***Academic dishonesty in a learning environment could involve:***

* Having a tutor or friend complete a portion of your assignments
* Having a reviewer make extensive revisions to an assignment
* Copying work submitted by another student to a public class meeting
* Using information from online information services without proper citation

**Students with Disabilities**

Chaminade University provides reasonable accommodations for individuals with a disability in compliance with the Americans with Disabilities Act (ADA) of 1990. If you would like to know if you qualify for ADA accommodations, please contact our Counseling Center at 808-735-4845. Current appropriate documentation will be required for determination of accommodation eligibility.

**Resources**

Library

As a Chaminade student, you have access to Chaminade’s library and its resources: [www.chaminade.edu/library](http://www.chaminade.edu/library)

**Characteristics of a Marianist Education**

The following are characteristics of the approach to education engaged at Marianist schools, including Chaminade University:

• Educate for formation in faith

• Provide an integral quality education

• Educate in family spirit

• Educate for service, justice and peace

• Educate for adaptation and change

Providing an ***integral quality education*** is one of the Marianist characteristics which is also the aim of this course by providing relevant and up-to-date information, challenging students to think critically, and promoting active learning through classroom or online discussions.

One of the main projects includes working as a team to plan and implement a research project needed to help solve a real-world question. One of the criteria of the selection of the research project will involve an aspect of solving a social problem. By addressing a “social problem” it encourages you to think in the spirit of **service and social justice** and incorporating these principles into a business idea that can provide social value in the community and/or society overall.

Finally, my role as a professor is aligned with the Marianist characteristic of ***educating in family spirit***: I care about each student as part of the Chaminade family and I am not only there to support your educational journey in this course, but I am available to provide guidance and support in other areas you may need… be in their career or life skill development.

**Instructor Background Information**

Wera Panow-Loui has over 20 years of marketing management and product development experience in the corporate, non-profit, and small business sector. She has held marketing leadership positions at top Hawaii companies, including Aston Hotels and Resorts, Sprint, and Aloha Petroleum, where she was responsible for developing marketing strategies, strategic partnerships, and implemented new product launches, branding, PR and advertising campaigns, promotions and website development projects.

Wera is principal of her business and marketing consulting firm and is passionate about helping organizations, big or small, achieve their goals. She finds it highly rewarding when she can utilize her marketing expertise to make a difference inside and outside the classroom.

Originally from Germany, Wera lives with her family in Honolulu, Hawaii. She travels back to her roots regularly every year.

**Syllabus Modification**

The syllabus is only a plan. The instructor may modify the plan during the course. The requirements of the course may be altered from those appearing in the syllabus. Further, the plan contains criteria by which the student’s progress and performance in the course will be measured. These criteria may also be changed.

**Course Schedule and Topics**

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| **WEEKS** | **TOPICS** | **ASSIGNMENTS** |
| Wk 1  Aug 24 | Introductions  Overview Marketing Research  **-Reading Quiz 1** | BMR Ch. 1  Lab: personal practice example interview to consumer behavior  **Assignments, Due Dates and any handouts will be posted in Canvas** |
| Wk 2  Aug 31 | Overview continued and Research as a process  Consumer Behavior | **MR Ch. 2** / Handout (see Canvas)  Lab: discuss research project  **Assignments, Due Dates and any handouts will be posted in Canvas** |
| Wk 3  Sept 7  **Labor Day Sept 7** | Consumer Behavior | Handouts  **Assignments, Due Dates and any handouts will be posted in Canvas** |
| Wk 4  Sept 14 | Research Design and Critical Thinking  **-Chapter Presentation** | **Ch 3, 4**  **Assignments, Due Dates and any handouts will be posted in Canvas** |
| Wk 5  Sept 21 | Cultural and Ethical Considerations  **Chapter Presentation**  **-Reading Quiz 2** | **Ch 5**  **Assignments, Due Dates and any handouts will be posted in Canvas** |
| Wk 6  Sept 28 | Secondary Research  **Chapter Presentation** | **Ch 6**  **Assignments, Due Dates and any handouts will be posted in Canvas** |
| Wk 7  Oct 5 | Qualitative Marketing Research  -**Reading Quiz 3** | **Ch 7-8**  **Assignments, Due Dates and any handouts will be posted in Canvas** |
| Wk 8  Oct 12  **Oct 12 Discovery ‘s Day Holiday** | Qualitative Marketing Research  **Chapter Presentation** | **Ch 8-9**  **Assignments, Due Dates and any handouts will be posted in Canvas** |
| Wk 9  Oct 19 | **MID TERM**  Quantitative Marketing Research | **Ch 11-12**  **Assignments, Due Dates and any handouts will be posted in Canvas** |
| Wk 10  Oct 26 | Quantitative Marketing Research  **- Chapter Presentation**  **- Reading Quiz 4** | **Ch 13**  **Assignments, Due Dates and any handouts will be posted in Canvas** |
| Wk 11  Nov 2 | Quantitative Marketing Research | **Ch 14**  **How to lie with Statistics Articles**  **Assignments, Due Dates and any handouts will be posted in Canvas** |
| Wk 12  Nov 9  **Veteran’s Day Nov 11** | Analyzing and Reporting  **Chapter Presentation** | **Ch 15**  **How to lie with Statistics Articles**  **Assignments, Due Dates and any handouts will be posted in Canvas** |
| Wk 13  Nov 16 | Analyzing and Reporting | **Ch 16**  **Assignments, Due Dates and any handouts will be posted in Canvas** |
| Wk 14  Nov 23 | **Final Exam** |  |