

MKTG 4360
Marketing Research

Instructor: William L. Lett **Office:** 244 Lowder Business Building
Office Hours: 8:00 – 9:00 and 10:00 – 11:00 MWF
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Required Text: Gilbert A Churchill and Dawn Iacobucci, 10th edition,. As an alternative, the e-book is available in the marketing lab with purchase of an access code

Course Objective: Research methods in marketing and their application to marketing problems.

General Policies:

1. Class attendance is required. The lectures may cover additional material from outside of the text and each student is responsible for all material presented in class, reading assignments, and any administrative matters discussed in class. Therefore, it is critical to come to class.
2. The eating of food, drinking of beverages, and the use of any tobacco product are prohibited in the classroom.
3. Turn off the ringers on phones and pagers before coming to class.
4. As a courtesy to all in class, please avoid engaging in conversations with your classmates.
5. A seating chart for the class will be completed by the end of class on Jan. 10. Please sit in your chosen seat. If you arrive late and sit in another seat, please inform the instructor after class.

Grade Determination:

There will be 3 tests each carrying 20% of the final grade and a final exam accounting for 40% of the final grade. Tests during the semester are non-cumulative. That is, the material covered for each test will be limited to the material covered since the last test. The final examination will be cumulative and will cover the entire course.

Attendance Bonus: Students will be allowed 3 unexcused absences. If a student has no additional unexcused absences, a bonus of 3 points will be added to the student's final grade. Unexcused absences in excess of the 3 allowed will reduce the bonus by ½ point. Students who go over the unexcused limit by 6 absences will receive no bonus.

Grading Scheme: A=90-100; B=80-89; C=70-79; D=60-69 and F=59 and below

Make-up Test/Exam: A make-up test/exam will be given only to students who have valid excuses for absences as per The Tiger Cub. If a student misses a test for a legitimate reason, then a written excuse with proper documentation must be provided to the instructor within 2 class days after the excused period is over. Within a week thereafter a make-up test will be given at 7:00 am on Tuesday or Thursday, depending on the day of the original test. In the case of a missed

final exam, an “IN” grade will be awarded and then it will be the student’s responsibility to email/call the instructor regarding a make-up exam in order to get the “IN” changed to a letter grade. No make-up opportunities of any kind will be given for unexcused absences from tests/exam.

Test/Exam Administration:

1. For all tests and exam, YOU MUST BRING the following:
 - a. #2 pencils with erasers
 - b. Auburn University General Purpose Scan Form (blue form)
 - c. Your Auburn University Identification Card - NO EXCEPTIONS!

You must accurately fill out your name as it appears on AU records (not what you go by), AU ID #, and the test/exam version on the scan form. Prompt grading and feedback are highly dependent on all students in the class following the above rules. Please bear in mind that a few people disregarding these procedures will cause the entire class to suffer. A penalty of 10 points will be assessed for failure to comply with the coding instructions for your name, ID, and version number.

2. During a test/exam, no student may wear dark glasses, any headgear with a visor/bill, or any type of earphones. If you want to use a calculator, it must be taken out of the case and the memory cleared of all data. Calculators are subject to official scrutiny prior to or during tests/exam. You cannot use a phone as a calculator. The only allowable materials for a test/exam are: pencils, scan sheet, and a calculator (without a cover). You may not talk to other students during the test/exam. You may not look at other students’ work during the test/exam.

Any violation of the above will be deemed cheating. Any infraction of the Auburn University Rules and Regulations regarding cheating will result in an “F” grade for the course and possible expulsion from Auburn.

3. If an error is made in the grading of a test, then it must be brought to the attention of the instructor (not my graduate assistant) within two weeks from the time the test is discussed in class. After the two week period, no correction of the grade will be made. In the case of the final exam, an error must be brought to the attention of the instructor within two weeks from the start of the new semester. **STUDENTS WILL BE ALLOWED TO REVIEW THEIR EXAMS FOR TWO WEEKS FOLLOWING THE EXAM DATE. NO INSPECTION, REVIEW, OF EXAMS WILL BE ALLOWED AFTER THAT PERIOD. THIS INCLUDES STUDY FOR THE FINAL EXAM.**

Contingency for events which might disrupt the normal progress of this class: If normal class activities are disrupted due to illness, emergency, or crisis situation (such as an H1N1 flu outbreak), the syllabus and other course plans and assignments may be modified to allow completion of the course. If this

occurs, an addendum to your syllabus and/or class assignments will replace the original schedule as listed below. All changes will be noted on my web page www.auburn.edu/~lettwil, and students will be notified by email at their university email address.

Schedule:

This schedule is subject to modification at any time by the instructor. Students will be notified of the change in class and on my web page.

Time Period	Assignment
January 8 thru Feb. 12	Chapters 1 thru 6
Feb 14	Test 1: Chapters 1 thru 6
Feb. 17 thru March 19	Chapters 7 thru 12
March 21	Test 2: Chapters 7 thru 11
March 24 thru April 9	Chapters 12 - 15
April 11	Test 3: Chapters 12 - 15
Monday, April 28	Final Exam 8:00 – 10:30 AM

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