MKTG 3804: BUSINESS CHALLENGES  
Fall, 2014

Instructor: Dr. Beheruz N. Sethna  
Office: Room 2310, Richards College of Business  
Telephone: (678) 839-5078  
Office Hours: T, Th: 9:30-10:30 a.m.; T, W, Th: 1:30-2:30 pm.  
Additional times available by appointment.

Course Description:

"Clients" from the business community have marketing questions that they would like to have answered. Students working with the client, develop a research brief and questionnaire. Instead of the typical data collection methodology that would involve mail or telephone contacts by several teams within the same community, the current innovation employs a different approach. Student teams set up stalls or booths (as in a carnival), which represent new ideas or concepts. Visitors to the fair go to each stall, and play games of skill or chance to win prizes. In the process of doing so, they reveal information (knowingly) about their preferences, which is recorded by the students. Statistical analysis is then performed on the data, and reports are presented orally and in writing to the class and to the client.

Prerequisite: A spirit of inquiry, independent work, and individual initiative.

Texts:

Recommended: Perrault, William D., Jr. and E. Jerome McCarthy, *Basic Marketing*, Irwin/McGraw-Hill. This text is sparsely used; students may choose to share it.


Note that Edition Numbers and Dates have deliberately been omitted. In order to keep costs down, you may use the edition which costs you the least. If so, the responsibility for correspondence on page and Chapter numbers is yours.

In addition, there will be class handouts and external readings required.

Learning Objectives:

At the end of this course, students should be able to:

- Recollect and appropriately use elementary marketing terms, concepts, and models;
- Know and appropriately use statistical terminology and methods such as types of data, data collection methods, and hypothesis testing;
- Be able to design and conduct a “real-world” research project;
- Be able to use SPSS for data analysis;
- Be able to communicate professionally, the results of the research study, orally and in writing.
Grading Policy:

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<tr>
<th>Course Element</th>
<th>Weight</th>
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<tbody>
<tr>
<td>Tests:</td>
<td>20%</td>
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<tr>
<td>Six Interim Reports and Presentations (see schedule):</td>
<td>30%</td>
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<tr>
<td>Final Written Report:</td>
<td>20%</td>
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<tr>
<td>Final Presentation:</td>
<td>20%</td>
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<tr>
<td>Class Participation and Attendance:</td>
<td>10%</td>
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Cutoff points are based on the overall percentage score:

<table>
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<tr>
<th>Range</th>
<th>Grade</th>
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<tr>
<td>90 to 100%:</td>
<td>A</td>
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<tr>
<td>80 to &lt; 90%:</td>
<td>B</td>
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<tr>
<td>70 to &lt; 80%:</td>
<td>C</td>
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<tr>
<td>60 to &lt; 70%:</td>
<td>D</td>
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<tr>
<td>&lt; 60%:</td>
<td>F</td>
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Notes:

1. The instructor reserves the right to "curve" the scores if warranted.
2. Team work is critical in this course. A student’s grade will be proportionately reduced for lack of team work.
3. Questions will be asked of individual students that assume complete knowledge of group work. Failure to answer these questions satisfactorily will lead to loss of credit.
4. All students must complete CITI Training (see below for URLs) by the end of the first month of classes. There is no grade assigned to this mandatory course element, though extra credit may be given.
5. Other extra credit opportunities may be made available. No work for other courses will count.
6. See Ethical Policies on Handout.

CITI Training:

“All individuals engaged in research involving human participants must complete an educational program related to the responsible conduct of research prior to initiation of a research project. The University of West Georgia has selected the Collaborative Institutional Training Initiative (CITI) as the best and most efficient mechanism for delivering education to UWG researchers involved with human subject research.”

“Graduate and undergraduate students who participate in minimal risk Classroom Research Projects with the intent of publication or presentation outside of the university community must complete the Basic Content Course for Students conducting no more than minimal risk research.”

CITI Training Table [http://www.westga.edu/assetsDept/orsp/CITI_Training_Table.pdf](http://www.westga.edu/assetsDept/orsp/CITI_Training_Table.pdf)

Communications:

The official University communication method is through campus e-mail (MyUWG) – this is particularly important at times of emergencies, and at other times as well. Class communications will be over e-mail. Please check e-mail very frequently, and use my University of West Georgia address to reach me: BNSethna@WestGA.edu.
Student Rights and Responsibilities:

Please carefully review the information at the following link:
http://www.westga.edu/assetsDept/vpaa/Common_Language_for_Course_Syllabi.pdf

The document at this link contains important information pertaining to your rights and responsibilities in this class.

Credit Hour Policy (3 credit hours):

Students in this class will generally spend an average of 150 minutes with direct faculty instruction (either face-to-face or online) and work at least 360 minutes outside of the classroom each week, for approximately fifteen weeks. Out-of-class work may include, but is not limited to, readings, assignments, projects, group work, research, collection and analysis of data, and test preparation.