Instructor: Dr. Beheruz N. Sethna  
Office: Room 2310, Richards College of Business  
Telephone: (678) 839-5078  
Office Hours: M, W: 1:30-4:30 p.m.; T: 1:00-2:30 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>
</tr>
<tr>
<td>80 to &lt; 90%</td>
<td>B</td>
</tr>
<tr>
<td>70 to &lt; 80%</td>
<td>C</td>
</tr>
<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 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.
5. All assignments are due on the date listed in the Course Schedule at or before the beginning of the class period, unless otherwise stated by the instructor.

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](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.

**Americans with Disabilities Act**

Students with a documented disability may work with UWG Accessibility Services to receive essential services specific to their disability. All entitlements to accommodations are based on documentation and USG Board of Regents standards. If a student needs course adaptations or accommodations because of a disability or chronic illness, or if he/she needs to make special arrangements in case the building must be evacuated, the student should notify his/her instructor in writing and provide a copy of his/her Student Accommodations Report (SAR), which is available only from Accessibility Services. Faculty cannot offer accommodations without timely receipt of the SAR; further, no retroactive accommodations will be given.

**UWG Email Policy**

University of West Georgia students are provided a MyUWG e-mail account. The University considers this account to be an official means of communication between the University and the student. The purpose of the official use of the student e-mail account is to provide an effective means of communicating important university related information to UWG students in a timely manner. It is the student’s responsibility to check his or her email. You are expected to check your e-mail several times a day.

**Credit Hour Policy**

The University of West Georgia grants one semester hour of credit for work equivalent to a minimum of one hour (50 minutes) of in-class or other direct faculty instruction AND two hours of student work outside of class per week for approximately fifteen weeks. For each course, the course syllabus will document the amount of in-class (or other direct faculty instruction) and out-of-class work required to earn the credit hour(s) assigned to the course. Out-of-class work will include all forms of credit-bearing activity, including but not limited to assignments, readings, observations, and musical practice. Where available, the university grants academic credit for students who verify via competency-based testing, that they have accomplished the learning outcomes associated with a course that would normally meet the requirements outlined above (e.g. AP credit, CLEP, and departmental exams).

For approximately fifteen weeks, students in this class will generally spend 150 minutes with direct faculty instruction (either face-to-face or online) and work about 360 minutes outside of the classroom each week. This out-of-class work may include, but is not limited to, readings, assignments, projects, group work, research, and test preparation.

**University of West Georgia Honor Code**

At the University of West Georgia, we believe that academic and personal integrity are based upon honesty, trust, fairness, respect, and responsibility. Students at West Georgia assume responsibility for upholding the honor code. West Georgia students pledge to refrain from engaging in acts that do not maintain academic and personal integrity. These include, but are not limited to, plagiarism, cheating, fabrication, aid of academic dishonesty, lying, bribery or threats, and stealing. The University of West Georgia maintains and monitors a confidential Academic Dishonesty Tracking System. This database collects and reports patterns of repeated student violations across all the Colleges, the Ingram Library, and the School of Nursing. Each incidence of academic dishonesty is subject to review and consideration by the instructor, and is subject to a range of academic penalties including, but not limited to, failing the assignment and/or failing the course. Student conduct sanctions range from verbal warning to suspension or expulsion depending on the magnitude of the offense and/or number of offenses. The incident becomes part of the student’s conduct record at UWG. Additionally, the student is responsible for safeguarding his/her computer account. The student’s account and network connection are for his/her individual use. A computer account is to be used only by the person to whom it has been issued. The student is responsible for all actions originating through his/her account or network connection. Students must not impersonate others or misrepresent or conceal their identities in electronic messages and actions.