

Course Syllabus

APPLIED INTERNATIONAL MARKETING RESEARCH

Instructor:

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Utah State University

COURSE DESCRIPTION:

This class is focused on how to conduct marketing/business research ethically and well in an international context. It is client-based, meaning that you'll learn the process by working on a project for a client. People are depending upon your team, so it is expected that only your best work will be put forth.

The class will be divided into teams of 5-6 people. Each team must choose a project from those available, or find a client of your own (conforming to the restrictions provided). Over the semester, your team will conduct several types of marketing research, design a marketing campaign, and present your work both orally and in writing at a formal business breakfast. The campaign your team develops must meet the objectives set forth by the client and by the instructor. To do this, you will need to draw upon not only the lectures in this class, but ALL of your previous learning in marketing, promotions, management, etc. In addition, you will also be expected to develop and maintain an understanding of the global political and economic environment as well as an understanding of your region(s) of interest. In short, this class will put to the test everything you have learned so far both in and out of the classroom.

COURSE OBJECTIVES:

My goal is to assist you in developing your skills as a market researcher and presenter. By the end of class, you should:

From a research; perspective:

- Understand the research process, and how to develop and implement new business research.
- Be able to complete 3 types of research: Secondary data, Primary qualitative, and Primary quantitative.
- Make sound marketing decisions on the basis of collected and analyzed data.

From an international perspective:

- Understand the challenges associated in conducting market research internationally
- Develop your own sourcebook of marketing research references
- Expand your knowledge of social, cultural and language issues pertaining to international research
- Present your findings in both written and oral formats that can be prepared for international presentation.

From a global citizen perspective:

- Develop research that meets the highest standards for the treatment of human participants according to the standards of Utah State University, the American Marketing Association, and the International Office for Human Research Protections
- Develop marketing campaigns that reflect a high degree of social responsibility and are in compliance with the United Nations Global Compact.

This is NOT a lecture-based class. To meet the goals, you will need to read and work on your own and as a team, come to class, and keep in close contact with me so that I can help with questions and move your project forward. It is also important that you communicate frequently with your client, so that you are sure that you're on track for a successful project.

REQUIRED READINGS:

1. Paul Hague, Nick Hague and Carol-Ann Morgan (2004). "The Marketing Research Handbook." Kogan-Page. 0-7494-4180-1
2. Salkind, Neil (2005), "Statistics for People Who (Think They) Hate Statistics: Excel Edition." Sage Publishing. 1-4129-2482-0
3. The Economist (available in the USU Library or you may purchase your own subscription)
4. Other readings as provided

COURSE GRADING:

Grades for this course will be calculated as described below. Descriptions of each activity are listed under the section labeled "Student Responsibilities).

Individual Work

IRB Certification	25 points
Marketing Research Quizzes (4 @ 25)	100 points
Current Events Quizzes (15 @ 10)	150 points
Peer Evaluation of performance (2 @ 25)	50 points
Total	325 points

Team Work

Corporate Assessment	75 points
Market Assessment and Selection	100 points
Customer Description & Product Adaptation	100 points
Entry Strategy and Process	100 points
Client Presentation	50 points
Total	425 points

Grade Ranges

A =93% or greater
A- =90% - 92.99%
B+ =87% - 89.99%
B =83% - 86.99%
B- =80% - 82.99%
C+ =77% -79.99%
C =73% -76.99%
C- =70% - 72.99%
D+ =67% - 69.99%
D =63% - 66.99%
D- =60% - 62.99%
F =below 60%

All grades are based on individual work unless otherwise noted. Please be advised that the entire grading scale may be used. You are therefore encouraged to produce your best work at all times. Nominal extra credit may be given for attending and writing about special events during the semester, but **DO NOT COUNT ON IT**. Work will be graded for timeliness (late work will lose points), quality of writing (typed, legible, college-level work), and content (depth of understanding, no BS).

INDIVIDUAL STUDENT RESPONSIBILITIES:

IRB Certification

It is very important as a researcher that you understand how to safeguard the participants in your research. The completion of this online certification insures that you understand the rules regarding proper treatment of human subjects, and that you meet all requirements for conducting publishable research at Utah State University.

Marketing Research Quizzes

As specified in the syllabus, you will complete several quizzes concerning marketing research techniques. The quizzes will be short answer and consist of a combination of conceptual and applied questions. All work must be completed on your own in class, and no "cheat sheets" will be allowed.

If you are not able to attend the exam, you must notify me **IN WRITING** (email is acceptable) or **BY TELEPHONE** at least 30minutes before the exam (9:00am). Notices after 9:00am will not be permitted. Failure to provide proper notice will result in a **ZERO (0)** for the exam. Exams must be made up within 1 week, preferably during the scheduled business department make-up time.

Current Events Quizzes

An understanding of the world is essential in order to effectively conduct business and maintain good corporate and personal citizenry. We will have weekly short quizzes on current events to insure that you are developing and maintaining this understanding. You should be reading newspapers, the Economist and other news sources to build your global appreciation and knowledge.

Peer Evaluation of Performance

To insure that all members of the team participate in the course project, each person will be reviewed by their teammates at the midpoint and at the end of semester. This evaluation is based on contribution to the work of the team, and will be substantiated by the Team Meeting Log.

TEAM RESPONSIBILITIES:

Corporate Assessment

To work successfully for your client, you must know and understand their business. This assignment will require you to interview the relevant parties at your chosen organization, and provide a complete, well-written assessment of your client firm. The details of this assessment will be provided separately.

Market Assessment & Selection

In order to assist your client in any international endeavors, you must understand the market(s) under consideration. This assignment requires a complete macro environmental analysis of the market(s) under consideration for expansion, and a selection of a single market to enter based upon feasibility, alignment with corporate strengths and weaknesses and resource availability. An outline for this report will be provided separately. There is no specific page length or format, but it is anticipated that you will provide work that is professional and consistent with your MIS 2200 (Business Communication) training.

Customer Description and Product Adaptation

Within your identified market, you must select the customer segment(s) that you will target. In this report you will provide a complete profile of the segment, estimate its size and discuss the major trends affecting the segment. In addition, you must provide an assessment of your product and explain in detail any adaptations that must be made to the core product and/or auxiliary components.

Entry Strategy and Process

Research is only useful if it helps to improve decision-making. Once your team's research has been completed, you will use the information to develop a COMPLETE market entry strategy for your client. An outline for this report will be provided separately. Again, there is no specific page length or format, but work should be complete, well-written and professional. In addition, it is expected that you will provide samples of your campaign ideas, as well as budget/cost information.

Presentation

Each team will present a summary of their results and campaign ideas to their clients at a formal breakfast meeting during finals week. Your presentation will be "sit down" but should be prepared for as if in front of an audience. Do not wait until the last minute, and be certain that you have captured the most important elements of your work. This grade will be given by the clients. Particularly strong teams may be asked to present their work to the Governor's Office for Economic Development.

COURSE POLICIES AND PROCEDURES:

In-class Behavior

It is expected that you will display the highest levels of respect for everyone in the classroom. Cell phones and mp3 players should be turned off and should be out of sight during class time. If you are using a computer, please refrain from internet surfing during lecture time - it is distracting to other students and rude. Class is only 50 minutes long, so please be prompt. If you must come late/leave early, please be discrete and not disturb class. Beverages and "non-distracting food" should be fine. There will be a number of work days in the semester - these are not days off, but should be used by your team to advance in your project. Be sure to confirm where your team will meet, and complete all

of your assignments on time. I will ask each team to keep a record of team meetings, so any attempts to "free ride" will be noted.

On-Time Work

The due dates for assignments are listed in the schedule, and may only be changed by the professors. Be advised that extending one deadline will cut into the time available for the next assignment. Points will be lost for late work, so please plan accordingly.

Attendance

Though formal attendance will not be taken, your active participation is required. Therefore, it is in your best interest to attend class. In the event that you cannot attend, it is your responsibility to follow-up with your teammates to review what was missed. Lecture notes and course announcements will also be posted on Blackboard, so be sure to check frequently for new information.

Ethical Behavior

There will be ZERO tolerance for any cheating or evidence that a student has handed in work that is not clearly his or her own. Anyone caught or suspected of cheating will be subject to the university's rules on these matters. As a general rule, cell phones, blackberries, pagers etc. should be put away and turned OFF prior to coming to class.

Article V, Section 2, Part A (p. 4) of the University's "Code of Policies and Procedures for Students" prohibits cheating, falsification, plagiarism or other forms of academic dishonesty. Violations of this rule make the student subject to discipline. The code defines cheating, falsification, and plagiarism as follows:

- a. Cheating includes intentionally using or attempting to use or providing others with unauthorized information, materials or study aids in any academic exercise or activity. Substituting for another student or permitting another student to substitute for oneself in taking an examination or preparing academic work is also considered a form of cheating.
- b. Falsification is the intentional and unauthorized altering or inventing of any information or citation in an academic exercise or activity.
- c. Plagiarism is knowingly representing the words or ideas of another as one's own in an academic exercise or activity.

In addition, it is expected that you will display only the highest levels of personal character and conduct both in the classroom and in your interactions with clients. You are representing not only yourself, but also your professor, your families and Utah State University. **THIS IS THE REAL THING, PLEASE BEHAVE ACCORDINGLY.**

Disabilities

If a student has a disability that will likely require some accommodation by the instructor, the student must contact the instructor preferably during the first week of the course. Qualified students with disabilities may be eligible for reasonable accommodations. All accommodations are coordinated through the Disability Resource Center (DRC) in Room 101 of the University Inn, 797-2444 voice, 797-0740 TTY, or toll free at 1-800-259-2966. Please contact the DRC as early in the semester as possible. Alternate format materials (Braille, large print or digital) are available with advance notice.

Tentative Course Schedule (Subject to Change WITH NOTICE - Check Blackboard) Week

Week	Date	Topic
1	M W F	Course Introduction & Project Overview IRB & Ethics (AMA & USU) IRB & Ethics (International)
2	M W F	NO CLASS (Labor Day) Research Process Corporate Assessment
3	M W F	SWOT Analysis Economic Analysis Regulatory Analysis
4	M W F	Technology Analysis Competitive Analysis Competitive Analysis
5	M W F	Customer Segment Profiles Interviews & Focus Groups Interviews & Focus Groups
6	M W F	Cultural Analysis Survey Item Wording & Response Categories Survey Layout and Instructions
7	M W F	Product Adoption Multi-Attribute Models Product Adaptation
8	M W F	Sampling Online vs. Offline Methods Online vs. Offline Methods
9	M W F	Work Day Work Day Work Day
10	M W F	Data Coding Data Analysis Review: Descriptives, Cross-Tabs & Correlation Data Analysis Review: Regression & Difference
11	M W F	Entry Strategy Marketing Plan for Entry Marketing Plan for Entry
12	M W F	Work Day Work Day Work Day
13	M W F	NO CLASS (Thanksgiving) NO CLASS (Thanksgiving) NO CLASS (Thanksgiving)
14	M W F	Work Day Work Day Work Day
15	M W F	Work Day Work Day Work Day
16	W	Final Presentation at Client Breakfast

**Work Days are NOT days off. You are expected to reserve a work room in the library or business building, and make progress on your projects. I will come around to check on each of you, receive a progress report, and answer any questions that you may have. This is also a time to schedule client meetings, conduct interviews/focus groups and perform data analysis.