

# MKT 409: MARKETING RESEARCH

## Spring 2025 Syllabus

- COURSE:** Marketing Research, MKT 409, 01
- CLASS SCHEDULE:** Wednesdays, 12:00 – 2:50 PM  
Classes: January 17 – May 9  
Final Exam Period: May 12 - 16
- LOCATION:** Bell Tower 2582
- INSTRUCTOR:** Dr. Alysha Hachey, PhD, MBA.  
Assistant Professor of Marketing  
Martin V. Smith School of Business and Economics  
My name is pronounced Dr. [Hashi] but you are also welcome to call me Dr. H.
- OFFICE:** Martin V. Smith Hall Office #1166
- CONTACT/EMAIL:** Email: [alysha.hachey@csuci.edu](mailto:alysha.hachey@csuci.edu)
- OFFICE HOURS:** **Office Hours:** Mondays 12:00-2:00pm (in-person), or by appointment  
(Martin V. Smith Hall, Office #1166).
- REQUIRED TEXT:** **Basic Marketing Research 10<sup>th</sup> Edition**  
Tom Brown, Tracy Suter and Gilbert Churchill  
ISBN-13: 9780357901946 (eBook)  
Students can rent/purchase the textbook in the modality of their choosing.  
Please note, there will be supplementary reading materials in this course.
- DESCRIPTION:** Description: Fundamentals of marketing research including design, implementation, analysis, interpretation, and reporting. Develop skills in defining research problems, designing surveys, experiments and observational studies, managing data collection, performing data analysis, and communicating results. Emphasis is on the use of marketing research as a component of marketing strategy (making extensive use of statistical techniques).
- PREREQUISITE(S):** MKT 310 and BUS/Econ 309, or consent of the instructor.

## PROGRAM LEARNING GOALS

Program learning goals include:

- Critical Thinking
- Oral Communication
- Written Communication
- Collaboration
- Conduct (Ethics)
- Competency in Discipline

## STUDENT LEARNING OUTCOMES

Upon completion of this course, the student will be able to:

1. Write a comprehensive marketing research report (3)
2. Design a primary research study and collect, analyze, and interpret secondary data (1,5)
3. Collect, compile, analyze, and interpret primary data using various tests and techniques, including a survey instrument (1,2,5)
4. Make oral presentations of marketing research results (1,2,5)

*\*Aligns with Program Learning Goals for: 1) Critical thinking, 2) Oral communication, 3) Written Communication, 4) Conduct (Ethics), 5) Competencies in discipline, 6) Collaboration*

**EVALUATION:** The final grade will be based on a total of 100 points allocated as follows:

Activity	Weight	Date
Topic Submission (G)	2%	Feb 10
Research Ethics Reflection (I)	7%	Feb 11
Service-Learning Project (SLP) (& Presentation) (G)	12%	Due Feb 24. In class on Mar 5
Research Proposal Materials & Presentation (5% each) (G)	10%	Due Mar 9. In class on Mar 12
Data Submission (G)	2%	Mar 30
Final Report (G)	15%	Apr 21
Final Presentation (G)	7%	Slides due May 4. In class May 7
Attendance & Participation (I)	5%	In class throughout the term
Active Learning (in class assignments) (I)	10%	In class throughout the term
Midterm Exam (I)	15%	Mar 26
Final Exam (I)	15%	(see final exam schedule)
<b>Total</b>	<b>100%</b>	

(I) Individual; (G) Group

## CLASS POLICIES

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### PHONE POLICY

**Cell phones or recording devices are not to be taken out/used in the class.** The professor may make an exception to this rule for the purpose of a class activity, however, cell phones are not permitted during lectures or student presentations. Students will earn participation marks for their class contribution, and for treating the classroom in a professional manner with punctuality and technology etiquette.

*(If there are extenuating circumstances, please discuss it with the professor before class).*

## EXAMS

In this course, exams will typically include both multiple-choice and short answer questions, and are based on both textbook and class material. Exams will take place during class on the dates scheduled. In the case of a missed exam, students are required to provide documentation to demonstrate that the missed exam qualifies as an excused absence (jury duty, illness, injury, etc.). The instructor is not obligated to consider other absences as excused.

## PARTICIPATION

Participation will be evaluated based on demonstrated preparedness, attendance, attitude, punctuality and contribution to in-class discussions, presentations and activities.

*Significant participation marks will be deducted for each of the following:*

- Irregular attendance, absence from mandatory classes or insufficient contribution
- Distracting others with cell phone/laptop use or by talking during lectures/group presentations
- Arriving to class late or leaving/packing up early

*To receive 8/10 or higher for participation, students will:*

- Maintain attendance and contribute to class activities regularly
- Maintain a positive attitude both in the classroom and with their peers
- Arrive on time and practice technology etiquette (adhere to the phone policy)

Students are welcome to monitor their participation grade throughout the term in office hours. Students are responsible for keeping up with their course work after an absence.

## ACTIVE LEARNING

This marketing class will be interactive, and we will be learning from one another. As such, there will be in-class assignments, activities, case studies, and/or presentations that will be graded throughout the term. Students can miss 1 in-class breakout activity (through the semester) and still receive a perfect active learning score. These in-class assignments will be typically completed in groups. They are to be completed in class and turned in before you leave. Ensure the names of all present group members are labeled to receive the mark.

## ASSIGNMENT SUBMISSIONS

**All assignments are to be submitted on Canvas by 11:59pm on their deadline. (See Class Schedule for due dates).** Students are responsible for submitting assignments on time. If a student has not received prior permission for late submission from the professor, then the late assignment will receive a grade of zero. Late submissions will be penalized 10% per calendar day following the due date.

If a student arrives late for their group presentation they will receive a 25% penalty on their presentation grade, if they are absent, they will receive a grade of zero. Penalties can only be waived if a student obtained **prior permission and provides documentation** of a family emergency or medical condition within two days of the presentation date (medical note required).

## SERVICE-LEARNING PROJECT (SLP) (& PRESENTATION)

This course will incorporate service learning with an internal client. Students will apply the course material to support the client's research needs while demonstrating their understanding of marketing research in a presentation to the client. A detailed assignment sheet will be available on Canvas.

## GROUP RESEARCH PROJECT (GRP) & PRESENTATION

In this course, students will work with a group on a marketing research project. Throughout the semester, students will define a research problem, collect, analyze and interpret data and communicate the results in a written report and live class presentation. Groups will submit and present their research proposal materials, as they work towards the final research report and presentation. A detailed assignment sheet will be available on Canvas.

## GROUP WORK

Groups will be primarily self-selected following an in-class activity on January 29. Students will receive a group mark on these group assignments. That said, students will prepare a team contract to set clear expectations. Furthermore, in the rare case that a group member does not sufficiently contribute to the project, the instructor may require group members to submit individual reports and/or individual marks may be assigned. Note: Group members must make a genuine, constructive effort to encourage the involvement of its members, and to secure agreement on the team contract. Individual students also have an obligation to find out which group they are enrolled in and to contact this group.

## REFERENCES

It is important to credit the original author of any idea to avoid plagiarism. Cite all sources using APA Standards. Both a reference list and in-text citations are required. If you have any questions about APA Standards please ask for guidance. Submissions that do not appear to meet citations standards will be penalized.

**GRADING:** Your letter grade will be determined using the following scale:

Letter Grade	Percentages
A+	97 and up
A	94-96%
A-	90-93%
B+	87-89%
B	84-86%
B-	80-83%
C+	77-79%
C	74-76%
C-	70-73%
D+	67-69%
D	64-66%
D-	60-63%
F	0-59%

## DISABILITY STATEMENT

If you are a student with a disability requesting reasonable accommodations in this course, please visit Disability Accommodations and Support Services (DASS) located on the second floor of Arroyo Hall, or call 805-437-3331. All requests for reasonable accommodations require registration with DASS in advance of needed services. You can [apply for DASS services online](#). Faculty, students and DASS will work together regarding classroom accommodations. You are encouraged to discuss approved accommodations with your faculty.

## ATTENDANCE POLICY

For absences with extenuating circumstances related to a medical condition or disability for which you may require reasonable accommodation, please refer to the Disability Statement.

## ACADEMIC DISHONESTY

By enrolling at CSU Channel Islands, students are responsible for upholding the University's policies and the Student Conduct Code. Academic integrity and scholarship are values of the institution that ensure respect for the academic reputation of the University, students, faculty, and staff. Cheating, plagiarism, unauthorized collaboration with another student, knowingly furnishing false information to the University, buying, selling or stealing any material for an examination, or substituting for another person may be considered violations of the [Student Conduct Code](#). If a student is found responsible for committing an act of academic dishonesty in this course, the student may receive academic penalties including a failing grade on an assignment or in the course, and a disciplinary referral will be made and submitted to the Dean of Students office. For additional information, please see the faculty [Academic Senate Policy on Academic Dishonesty](#), also in the CI Catalog. Please ask about my expectations regarding academic dishonesty in this course if they are unclear.

## CAMPUS TUTORING SERVICES

CSUCI has many free services to help you achieve your academic goals! You are encouraged to make early and regular use of the tutoring centers located in Broome Library, which offer free in-person and online tutoring support and academic success workshops. Many courses also have Embedded Peer Educators who lead regular study groups and exam review sessions. Working with a tutor is a great way to develop your learning habits, get clarification on an assignment, study for an exam, or get feedback on a paper or project. For writing assignments, communication-based projects, and multiliteracy development, please visit the [Writing and Multiliteracy Center](#). For subject-specific tutoring across many courses and disciplines, please visit the [Learning Resource Center](#).

## DIGITALLY ACCESSIBLE COURSE MATERIALS ALLY

CSUCI is committed to providing you the best learning experience possible. With this goal, we have activated ALLY in your Canvas courses. ALLY is a product that focuses on making digital course content more accessible to all students. You will now be able to [download most course files in the format that fits best with your learning needs](#). PDF, HTML, .EPUB, and Audio files are now available for most content items. To learn more about formats available as well as what each format offers visit [Ally Support](#). Should you have any questions or experience issues while using ALLY, please contact the Solution Center at (805) 437- 8552.

## CIVIL DISCOURSE

All students, staff and faculty on our campus are expected to join in making our campus a safe space for communication and civil discourse. If you are experiencing discomfort related to the language you are hearing or seeing on campus (in or out of classes), please talk with a trusted faculty or staff member. Similarly, please consider whether the language that you are using (in person or on Canvas) respects the rights of others to “engage in informed discourse and express a diversity of opinions freely and in a civil manner” (language from [Academic Senate Resolution SR 16-01](#), Commitment to Equity, Inclusion, and Civil Discourse within our Diverse Campus Community).

In addition, students whose conduct adversely affects the learning environment in this classroom may be subject to disciplinary action. Students that disrupt this course may receive a verbal and written warning from the instructor, they may be excused from the class for the day, they may be excused from the class for up to one class period, and/or they may be referred to the Dean of Students office for further review and possible disciplinary action.

### **EMERGENCY INTERVENTION AND BASIC NEEDS**

If you or someone you know is experiencing unforeseen or catastrophic financial issues, skipping meals or experiencing homelessness/housing insecurity (e.g. sleeping in a car, couch surfing, staying with friends), please know that you are not alone. There are resources on campus that may assist you during this time. The Dolphin Pantry is currently located in Arroyo Hall and offers free food, toiletries and basic necessities for current CI students. For additional assistance, please contact the Dean of Students office at (805) 437-8512 or visit Bell Tower 2565. Please visit the website for the most up to date information on the Basic Needs Program at CI: <https://www.csuci.edu/basicneeds/>.

### **COUNSELING AND PSYCHOLOGICAL SERVICES (CAPS)**

Counseling and Psychological Services (CAPS) provides a wide range of confidential services to assist students in achieving their academic and personal goals and well-being. Services include confidential short-term counseling, crisis intervention, group therapy, and assistance with community referrals for a wide range of mental health concerns. Students can also meet with trained Mental Health Peers for support regarding school-related anxiety. CAPS is located in Bell Tower East Room 1867. Appointments are available in person and via telehealth. Appointments can be scheduled by calling 805-437-2088, by email at [caps@csuci.edu](mailto:caps@csuci.edu), or by walking into the clinic. For more information, visit the [CAPS website](#). **Crisis phone support is available 24/7 by calling 855-854-1747 or by calling or texting 988.**

### **TITLE IX AND INCLUSION**

Title IX & Inclusion manages the University's equal opportunity compliance, including the areas of affirmative action and Title IX. Title IX & Inclusion also oversees the campus' response to the University's nondiscrimination policies. CSU Channel Islands prohibits discrimination and harassment of any kind on the basis of a protected status (i.e., age, disability, gender, genetic information, gender identity, gender expression, marital status, medical condition, nationality, race or ethnicity, religion or religious creed, sexual orientation, and Veteran or Military Status). This prohibition on harassment includes sexual harassment, as well as sexual misconduct, dating and domestic violence, and stalking. For more information regarding CSU Channel Islands' commitment to diversity and inclusion or to report a potential violation, please contact Title IX & Inclusion at 805.437.2077 or visit <https://www.csuci.edu/titleix/>.

### **CLASS RECORDING POLICY**

Students may not record (audio or video) in this class except in accordance with approved ADA accommodations. Any recordings made in connection with a disability accommodation are for the student's personal academic use only and may not be distributed in any manner to any other individual.

**AI POLICY**

In this course, AI may be used to assist in 1) defining the marketing research problem and 2) development of marketing research materials 3) other explicitly stated uses. When AI or large language models (LLMs) such as ChatGPT are used for permitted uses, students are to provide a short statement at the end of the assignment explaining which AI tool was used and how it was used (3-5 sentences). **AI is NOT permitted for EXAMS.**

**QUESTIONS?**

If you have questions, please feel free to contact me at [alysha.hachey@csuci.edu](mailto:alysha.hachey@csuci.edu). I typically respond to emails within two business days. Students are also more than welcome to stay after class to ask questions or send me an email to set up a meeting/appointment.

**TENTATIVE CLASS SCHEDULE:**

**Note:** The syllabus may change due to unforeseen events & flexibility during the semester. Changes will usually be announced in class as well as updated on the course site in Canvas. See link to detailed class schedule here:

<https://docs.google.com/document/d/1hLH7CJyKsVt3Nt3Ywzsb4HQVbXUFXCjCwWGkTCcqEn4/edit?usp=sharing>