

MARK 7362: Management of Marketing Information

Fall 2013

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<u>Class Meets:</u> Mondays: 6.00-9.00PM	<u>Office Hrs:</u> By appointment
<u>Texts:</u> Marketing Research: An Applied Orientation, 5 th /6 th Ed. Author: Naresh Malhotra (Inexpensive electronic version available at www.coursesmart.com)	
<u>Software:</u> IBM® SPSS® Statistics Base GradPack 22 for Windows (website at end of syllabus)	
<u>Website:</u> http://www.bauer.uh.edu/nbsyam	

Course Objectives

This course is intended for MBAs and non-business graduate students requiring knowledge of marketing research for their particular goals and aspirations. Class sessions will be devoted to discussion of selected concepts, and applications. Consistent preparation is an absolute necessity if learning and satisfactory performance is to take place.

Grading

Course grades will be determined based on the following scheme.

Requirements	Out of	Comments
Mid-term Exam #1	100	Make-up exams will only be given with prior permission or a letter from a physician
Mid-term Exam #2	100	Make-up exams will only be given with prior permission or a letter from a physician
Group Project:	75	Written report to be submitted
Final Exam	100	
Participation	25	Attendance will be taken daily
TOTAL	400	

Final grades will be determined as follows:

Grade Scale

Grade	Total Points Received
A	352-400
A-	320-351
B+	308-319
B	292-307
B-	280-291
C+	260-279
C	240-259
C-	212-239
D	160-211
F	159 and below

Exams

All exams will be in-class, closed book and closed notes. The exams will be based on the text and discussions in class. Each exam will have a combination of multiple choice and short answer/essay questions. The questions will focus on your understanding of concepts and your ability to apply these concepts. Note that make-up exams will only be given with prior permission or a letter from a physician.

Class Participation

Students should be prepared with the readings assigned for each class. Class participation and discussion is considered an integral component of the learning

experience. To facilitate interaction, there may be in-class exercises, mini-cases, and guest speakers that will get students directly involved in applying marketing research.

Project

The aim of the project is to provide you with “hands on” experience in applying what you learn in class to a real marketing problem. The class will be divided into teams of 2-3 persons, and you are expected to work as a team.

In due course, I will distribute a detailed project description as well as the data required to do the analysis. Successful completion of the project is a major requirement of the course.

Software

Please use the following link to obtain the software. You will have to set up an account by signing in (see top right corner of page).

<http://e5.onthehub.com/WebStore/ProductsByMajorVersionList.aspx?ws=49c547ba-f56d-dd11-bb6c-0030485a6b08&vsro=8&pc=ddc848d8-b4fe-e111-bd05-f04da23e67f6>

The product that you will need is:

IBM® SPSS® Statistics Base GradPack 22 for Windows (06-Mo Rental)