MKT 232 - 001
Marketing Research
Winter 2025-2026
Illinois State University

Online Course – December 13, 2025 through January 11, 2026

The course modules have been designed to be followed daily, and if you choose not to, at minimum please <u>keep up with frequent due dates/times for quizzes and assignments</u>. All lecture materials and assignments/quizzes (other than exams and discussion boards) are released on 12/13 (Sat), so <u>you can study at your own pace</u>.

Instructor:	Dr. Joon Ho (Juno) Lim
Office:	SFHB 231
Office Hours:	Can be reached via email anytime. Can receive my response to your email within 24 hours Monday to Thursday and 48 hours Friday to Sunday.
Office Phone:	(309) 438-8429
E-mail:	jlim12@ilstu.edu (best way to reach me)
Website:	https://canvas.illinoisstate.edu/

Course Materials:

Lecture Notes:
Lecture notes (PPT slides) posted on the Canvas.

Required Textbook:
Burns, Alvin C., Ann Veeck, and Ronald F. Bush (2017), Marketing Research (8th Edition), Upper Saddle River, NJ: Pearson. (ISBN 10: 0-13-416740-6 / ISBN 13: 978-0-13-416740-4)

Software:
SPSS (Statistical Package for the Social Sciences)

- Rent the program for 6 months or use 30-day free trial version. Alternatively, if you will be near the campus, you might be able to get access to the SPSS program installed in the computers in the COB computer lab, COB Team Rooms, Grad Lounge as well as the public computers in Milner Library.

- **[Recommended]** You can also use SPSS via Azure Virtual Desktops (AVD). Please see below:

    IBM SPSS will be provided as a Virtual App in AVD and all students and faculty at Illinois State University should already have access to it.

    For instructions and assistance on how to access the AVD environment please direct your students to **How to use Azure Virtual Desktop**

Other Requirements:
Any additional articles, handouts, and videos assigned by the instructor on the Canvas.

Course Prerequisite:

MQM 100 (or ECO 138 or GEO 138 or POL 138 or PSY 138) and MKT 190 or 230, both with a grade of C or better.

Credit Hours:

3.0 hours

Course Description:

This course is designed to introduce students to the role of marketing research in business decision making through the process of identifying what information is needed for a marketing problem, collecting the relevant information, analyzing the information, and transforming it into useful knowledge. Students are exposed to a variety of marketing problems, research designs, data collection alternatives, and data analysis tools. Students are given opportunities to apply what they have learned and are encouraged to think like decision makers.

More specifically:

MKT 232 is designed to familiarize students with the field of marketing research, and its application in the "real world." Students will apply this knowledge through an actual research project. By the end of the class students will be able to identify the difference between and know when to use:

- Primary and secondary research
- Probability and non-probability sampling
- Nominal, ordinal, interval and ratio scaled questions in survey
- Hypothesis testing, two sample t-test, ANOVA, chi-square test of independence, correlation analysis, regression analysis

Students will also develop the skills to analyze quantitative data obtained from survey by using Statistical Package for the Social Sciences (SPSS) and Excel.

Grading:

EXAMS (3):

Exam I	100 points
Exam II	100 points
Exam III	100 points
Subtotal:	300 points

SPSS DATA ANALYSIS (1)	200 points
SPSS QUIZZES (4)	100 points
LECTURE QUIZZES (10)	100 points
CLASS PARTICIPATION	100 points
TOTAL:	**800 points**

Grading Scale:

A	720 points and above (90% and above)
B	640 - 719.99 points (80% to 89.99%)
C	560 - 639.99 points (70% to 79.99%)
D	480 - 559.99 points (60% to 69.99%)
F	< 480 points (Below 60%)

Grades are awarded based upon the grading scale above, which uses actual points. No rounding. 89.99% is B. I will NOT reply any emails asking for rounding or extra credits for a higher grade.

Exams:

Three non-cumulative exams will be multiple-choice and true-false. It will cover material discussed in the lecture notes, textbook chapters, class discussions, quizzes, videos, other course materials, and anything else we do during class time. The exam will be posted for about 72 hours (e.g., 12:00am Saturday – 11:59pm Monday). Once you begin the exam, you have 75 minutes to complete the exam. OPEN-BOOK/NOTES. A calculator is required for taking Exam III. You will take exams through "Tests & Quizzes" at Canvas course website. If you exceed the time limit (75 minutes), it would be possible that your answers are not recorded and thus get a zero score. To prevent the issue, you must submit your exam within the time limit. It is your responsibility to abide by the time limit and read the instruction presented at the beginning of each exam, and I will not reopen an exam even if you get a zero score due to your mistake or carelessness. Please carefully read all the materials at: https://ctlt.illinoisstate.edu/technology/Canvas/students/. Late submissions will NOT be graded unless legitimate excuses given before the due date. It is each student's responsibility to keep up with due dates for all the assignments. Again, you will get a zero score on late submissions. I will NOT reply any emails asking for the acceptance of late submissions and/or partial credits and explaining reasons (including University-approved excuses) without a verification/official document.

Make-up Exams:

Students will be assigned a "0" if an exam is missed without a *University-approved excuse**. Students with a *University-approved absence* will be given a make-up exam at a date and time determined by the instructor. Requests for make-up exams should be made to me *in advance* of the original exam date via e-mail. Make-up exams will not necessarily be in the same format as the examination administered to the general class. The question composition of the make-up exams (e.g., essay, etc.) is at the discretion of the instructor. Life goes on outside of the classroom, and I will do everything within reason to accommodate those students who legitimately miss an exam. I reserve the right to verify all requested absences.

*The following is a list of *University-approved excuses*:
  - Participation in an authorized University activity.
  - Death or major illness of an immediate family member.
  - Illness of a dependent family member.
  - Participation in legal proceedings or administrative procedures that require a student's presence.
  - Observance of a religious holy day.
  - Confinement due to illness.
  - Required participation in military duties.
  - For more details, please refer to: http://policy.illinoisstate.edu/students/2-1-27.shtml

SPSS Data Analysis:

The SPSS Data Analysis assignment will be given to help students practice how to analyze data using SPSS. After learning how to conduct statistical analyses using SPSS, students will be asked to analyze the given data using SPSS to answer research questions and to interpret the results. Students need to select an appropriate statistical analysis for each question. In addition, students need to turn in the interpretation of the results as well as the SPSS outputs. Simply providing the SPSS outputs is not enough. Information and a separate handout on this assignment are posted in the "Assignments" folder on the Canvas site for this course. Please turn in your assignment through the "Assignments" -> "SPSS Data Analysis" on the Canvas. Late submissions will NOT be graded unless legitimate excuses given before the due date. It is each student's responsibility to keep up with due dates for all the assignments. Again, you will get a zero score on late submissions. I will NOT reply any emails asking for the acceptance of late submissions and/or partial credits and explaining reasons (including University-approved excuses) without a verification/official document.

SPSS Quizzes:

There will be four SPSS quizzes that help students review SPSS sessions and practice SPSS. The SPSS Quiz questions are provided at the end of the relevant SPSS Practice lecture slides. Please turn in your SPSS quizzes through the "Assignments" -> "SPSS Quiz #" on the Canvas. Late submissions will NOT be graded unless legitimate excuses given before the due date. It is each student's responsibility to keep up with due dates for all the assignments. Again, you will get a zero score on late submissions. I will NOT reply any emails asking for the acceptance of late submissions and/or partial credits and explaining reasons (including University-approved excuses) without a verification/official document.

Lecture Quizzes:

The daily learning module typically (but not always) ends with a daily quiz/exercise consisting of some questions. These questions will be based on the lecture notes, assigned textbook chapters, reading assignments and video(s) assigned for that day, and there is a 15-minute limit to take the quiz, which require prior readings/viewings of the day's learning module. Each online quiz will be given in the "Tests & Quizzes" folder on the Canvas site. OPEN-BOOK/NOTES. Only one submission will be allowed. Each quiz will consist of multiple-choice and true/false questions. For the due date for each quiz, please see the course schedule at the end of this syllabus. Each quiz is worth 10 points and you will be allowed to include only the 10 highest quiz grades for your final grade. You will take lecture quizzes through "Tests & Quizzes" at Canvas course website. If you exceed the time limit (15 minutes), it would be possible that your answers are not recorded and thus get a zero score. To prevent the issue, you must submit your quiz within the time limit. It is your responsibility to abide by the time limit and read the instruction presented at the beginning of each quiz, and I will not reopen a quiz even if you get a zero score due to your mistake or carelessness. Please carefully read all the materials at: https://ctlt.illinoisstate.edu/technology/Canvas/students/. Late submissions will NOT be graded unless legitimate excuses given before the due date. It is each student's responsibility to keep up with due dates for all the assignments. Again, you will get a zero score on late submissions. I will NOT reply any emails asking for the acceptance of late submissions and/or partial credits and explaining reasons (including University-approved excuses) without a verification/official document.

Class Participation/Attendance:

There will be four online Discussions on marketing research-related topics (25 points for each discussion). The points given will be based on your contribution to the active, well-thought-out participation on discussion boards (i.e., frequency AND quality of comments). There will be one discussion topic per week, and each topic will open at the beginning of each week in Discussions, Canvas. Check the schedule page on course syllabus for the deadlines. Late submissions will NOT be graded unless legitimate excuses given before the due date. It is each student's responsibility to keep up with due dates for all the assignments. Again, you will get a zero score on late submissions. I will NOT reply any emails asking for the acceptance of late submissions and/or partial credits and explaining reasons (including University-approved excuses) without a verification/official document.

Late Submissions:

Late submissions will NOT be graded unless legitimate excuses given before the due date. It is each student's responsibility to keep up with due dates for all the assignments and exams. Late submission (if make-up is possible) will result in 25% (of a full score for assignment) point reduction per day as a penalty.

Professionalism:

Marketing classes have established standards of professional behavior that include professional behaviors deemed appropriate for class by the professor. On the Internet, you should still adhere to the same standards of behavior online that you follow in real life. I expect you to be communicating with college level learners; you need to write like it. Hostile comments must be avoided. No objectionable, sexist, or racist language will be tolerated. Students acting in a disruptive or uncivil manner may be dismissed from the class for the remainder of the class period. If necessary, referrals may also be made to Community Rights & Responsibilities for violations of the Code of Student Conduct. After an initial warning, choosing not to follow one or more of these professional behaviors may lead to a reduction of up to 10% of the grade earned in the course.

Netiquette:

To help guide our online interactions, facilitators and participants are expected to demonstrate appropriate netiquette, i.e. (guidelines for online communication or internet etiquette). That is, that we agree to interact in a positive, cooperative and supportive manner and display respect for the privacy and rights of others. This policy is inclusive of, but not limited to the following guidelines:

- Keep your questions and comments relevant to the discussion topic. If another participant posts a comment or a question that is off topic, do not reply.
- Be courteous and treat colleagues with respect, modeling the same standards of behavior online you would follow in a face-to-face discussion.
- Be respectful and open to opinions and ideas that differ from yours. Being deliberately hostile and insulting online, i.e. flaming, is not appropriate under any circumstance.
- When responding to messages or posts made by others, address the ideas not the person.
- All course communication should be conducted in Standard American English to ensure understanding among diverse participants.

NOTE: I reserve the right to remove posts that are not collegial or fail to meet netiquette guidelines.

Accommodation for Students with Disabilities:

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please contact Disability Concerns, visit http://disabilityconcerns.illinoisstate.edu/, call (309) 438-5853, email ableisu@ilstu.edu or go to 350 Fell Hall. Also, please see the instructor within the first two weeks of classes.

College of Business Mission:

To be a highly respected college of business that develops professionals with the personal dedication, ethics and lifelong learning capabilities needed to succeed professionally and to serve society. We work as a diverse community promoting excellence in learning, teaching, scholarship, and service.

Academic Integrity:

Students enrolled in College of Business classes are expected to maintain high standards of ethical conduct within the classroom and when completing assignments, projects, and/or exams. Plagiarism and other forms of academic dishonesty such as cheating will not be tolerated. Students are expected to provide appropriate citations for non-original writing even if the original work is paraphrased. Students are expected not to use any forms of course solutions from the previous semesters. In addition, sharing course materials and solutions with others will not be tolerated. Penalties for plagiarism and other forms of academic dishonesty may be severe. Depending on the severity level, a suspension or dismissal from the institution may be possible. The minimum action taken for scholastic dishonesty will be a zero on the exam, project, or assignment turned in. For any additional forms of academic dishonesty such as sharing/obtaining solutions, the minimum action taken for scholastic dishonesty will be a zero on Class Participation in addition to the grade penalties on the exam or assignment.

Professional Standards:

All students in this course are expected to be familiar with the "College of Business Standards of Professional Behavior and Ethical Conduct" (http://www.cob.ilstu.edu/professionalstandards) and the Department of Marketing Policies regarding professional behavior (http://business.illinoisstate.edu/marketing/professional).

Course Schedule:

Although I fully expect to adhere to the course schedule provided in this syllabus, it is subject to change. *You* are responsible for staying informed about any changes announced in class. Please check our class website and your email account on a regular basis. Tentative course schedule is as below.

Course Schedule (Tentative)

Week	Date	Topic	Textbook Chapters	Assignment Due (11:59 PM)
1	12/13/2025 (Sat)	Welcome to MKT 232		
	12/15/2025 (Mon)	Lecture 1: Introduction to Marketing Research	1	• **Syllabus Quiz (Extra Points: 10)** • **Lecture 1 Quiz**
	12/16/2025 (Tue)	Lecture 2: Marketing Research Process	3	• **Lecture 2 Quiz**
	12/17/2025 (Wed)	Lecture 3: Research Design	4, 5	• **Lecture 3 Quiz**
	12/18/2025 (Thu)	Lecture 4: Secondary Data	4, 5	• **Lecture 4 Quiz** • **Discussion Board 1**
	12/19/2025 (Fri)	Exam I (Lectures 1, 2, 3, 4)	1, 3, 4, 5	• **Exam I is available 12/19 (Fri), 12:00 AM through 12/21 (Sun).**
2	12/22/2025 (Mon)	Lecture 5: Measurement	6, 8	• **Lecture 5 Quiz**
	12/23/2025 (Tue)	Lecture 6: Scale Development	8	• **Lecture 6 Quiz**
	12/24/2025 (Wed)	Lecture 7: Questionnaire Design	8	• **Lecture 7 Quiz**
	12/25/2025 (Thu)	**Christmas Day – No Class**		
	12/26/2025 (Fri)	Lecture 8: Sampling	9	• **Lecture 8 Quiz** • **Discussion Board 2**
	12/27/2025 (Sat)	Exam II (Lectures 5, 6, 7, 8)	6, 8, 9	• **Exam II is available 12/27 (Sat), 12:00 AM through 12/29 (Mon).**
3	12/29/2025 (Mon)	Lecture 9: Descriptive Analysis	8, 12	• **Lecture 9 Quiz**
	12/30/2025 (Tue)	Data Analysis with SPSS I	8, 12	• **SPSS Quiz 1**
	12/31/2025 (Wed)	Lecture 10: Inference Analysis	12	• **Lecture 10 Quiz**
	1/1/2026 (Thu)	**New Year's Day – No Class**		
	1/2/2026 (Fri)	Data Analysis with SPSS II	12	• **SPSS Quiz 2** • **Discussion Board 3**
4	1/5/2026 (Mon)	Lecture 11: Difference Analysis & Association Analysis	13, 14	• **Lecture 11 Quiz**
	1/6/2026 (Tue)	Data Analysis with SPSS III	13, 14	• **SPSS Quiz 3**
	1/7/2026 (Wed)	• Lecture 12: Regression Analysis • Data Analysis with SPSS IV	15	• **Lecture 12 Quiz** • **SPSS Quiz 4**
	1/8/2026 (Thu)	Reading Day – Working on SPSS Data Analysis assignment and Exam III study	15	• **SPSS Data Analysis assignment**
	1/9/2026 (Fri)	Exam III (Lectures 9, 10, 11, 12)	8, 12, 13, 14, 15	• **Discussion Board 4** • **Exam III is available 1/7 (Wed), 12:00 AM through 1/9 (Fri).**