

I. Instructor Information

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II. Course Description

One of the most important keys to success in business is knowing how to gather important marketing information that identifies customer preferences and brings those preferences to bear on consumer communications. In this course, students learn how to gather information about the marketplace that refines marketing campaigns and avoids wasteful spending on unlikely buyers. Students also explore aspects vital to identifying and understanding sales and marketing opportunities, customer prospects, product and service requirements, buying and usage patterns, product awareness, and customer satisfaction. Important topics include:

- Overview of intelligence gathering
- Research methodology and techniques
- Data mining, evaluation, and application
- Use of internal vs. external studies
- Effective questionnaires.

III. Course Information

- Location: UCSB Campus, Humanities & Social Sciences Building (HSSB) #1214
- Number/Name/Units: BUSAD X409.25/Marketing Research and Strategic Applications/2
- Elective For: CPA Accounting Professional Certificate Program
- Required For: Marketing Professional Certificate Program
- Start/End Date: Tuesday, July 6th to Tuesday, August 3rd (5 Meetings)
- Start/End Time: 6:00 p.m. to 9:35 p.m.

IV. Books and Materials

- Required Books: Beall, A.E. (2008). Strategic market research: A guide to conducting research that drives businesses. Bloomington, IN: iUniverse. Author Website: <http://www.beallrt.com>  
Brace, I. (2008). Questionnaire design: How to plan, structure and write survey material for effective market research. London: Kogan Page Ltd. Author Website: <http://www.mrs.org.uk/standards/brace.htm>
- Guest Speaker: Eric Greenspan's Blog: <http://www.ericgreenspan.com>  
Eric Greenspan's Twitter: <http://www.twitter.com/ericgreenspan>  
"Make it Work" Twitter: <http://www.twitter.com/makeitwork>  
"Make it Work" Website: <http://www.makeitwork.com/>  
"Make it Work" Radio: <http://makeitworkradio.com/>  
"Make it Work" USC Case Study: <http://bit.ly/MIWUSC>
- Online Resources: American Marketing Association: <http://www.marketingpower.com>  
Know This (Marketing Reference): <http://www.knowthis.com>  
Marketing Research Association: <http://www.mra-net.org>  
Market Research Bulletin: <http://marketresearchbulletin.com>  
Market Research World: <http://www.marketresearchworld.net/index.php>  
Market Researchers on Twitter: <http://ow.ly/27m6c>  
Merchants of Cool: <http://www.pbs.org/wgbh/pages/frontline/shows/cool/>  
Pew Research Center: <http://pewresearch.org>  
Pew Internet & American Life Project: <http://www.pewinternet.org>  
Quirk's Marketing Research Review: <http://www.quirks.com/>  
Research Magazine: <http://www.research-live.com/>  
Research Rockstar: <http://www.researchrockstar.com/>  
Survey Gizmo: <http://www.surveygizmo.com>  
Survey Gizmo Free Student Account: <http://bit.ly/SurveyGizmoFree>  
Survey Monkey: <http://www.surveymonkey.com/>  
Top 50 Market Research Blogs: <http://ow.ly/27m8l>  
Top Market Research News (via @Alltop): <http://ow.ly/27m9p>  
Zoomerang: <http://zoomerang.com>  
Zoomerang Research Center: <http://www.zoomerang.com/resource-center/>  
Zoomerang White Papers: <http://www.zoomerang.com/whitepapers/>

V. Policies and Procedures

**Academic Integrity**

Academic integrity means you only submit work representing your original words and ideas. If any part of an assignment represents the words and ideas of others, you must cite those sources. Academic dishonesty includes, but is not limited to:

- Asking a tutor or friend complete a portion of your assignments.
- Hiring a reviewer make extensive revisions to your assignments.
- Submitting work originally submitted by another student as your own.
- Using information from online resources without properly citing your source.
- Copying any portion of a word or idea from any other source you do not cite.

**Assignments**

Assignments must be typed and double spaced with one inch margins in 12 point Arial or Times Roman font. Indicate your name, course name and number, assignment title, and due date. Unless extenuating circumstances arise, assignments will be graded within one week of their submission.

**Contact**

When contacting your instructor by phone or e-mail, identify yourself by first and last name, indicate that you are a UC Santa Barbara Extension student, and note your class. Unless extenuating circumstances arise, your instructor will reply to you within 24 hours.

**Conduct**

UCSB Extension affirms an instructor's right to teach in a controlled, positive learning environment. Our policy on student conduct upholds that right and also ensures due process for students. UCSB Extension students are expected to demonstrate a commitment to academic integrity and to civic responsibility. Students are subject to disciplinary action for several types of misconduct, such as cheating on exams, forgery, theft, destruction of property, disruption of classes, physical or verbal abuse of others, sexual harassment, and possession of alcohol, drugs, or firearms. Action may include, but is not limited to, dismissal and denial of enrollment in future UCSB Extension classes. For more information, call Extension Head Registrar at (805) 893-5874.

**Evaluation**

At the end of the term you will be invited to submit an evaluation of the class. Your feedback is a vital tool with which your instructor and UCSB Extension can provide a quality education for students.

### **Incomplete Grades**

An Incomplete Grade may only be granted if you:

1. Are unable to take the final, complete a major assignment or attend the last class.
2. Request and receive approval from your instructor -- in writing -- before the last class.
3. Are earning a passing grade at the time of the time you request an Incomplete Grade.
5. Complete your assignments within eight weeks of the last class.
  - Note: Your Incomplete Grade will convert to an "F" or "NC" if a new grade is not submitted to UCSB Extension by your instructor within three months, so you are advised to turn in your incomplete work as soon as possible.

### **Late Work**

Generally speaking, late work is not accepted. Your work is late if it is not completed, submitted to the appropriate dropbox or e-mailed to your instructor by 11:59 p.m. (Pacific) at the end of the week in which it was assigned. Late work maybe accepted at the discretion of your instructor according to the following guidelines:

- **One Week Late:** The score of an assignment submitted within one week of the original deadline is reduced by 10% of the points possible for that assignment.
- **Two Weeks Late:** The score of an assignment submitted within two weeks of the original deadline is reduced by 20% of the points possible for that assignment.
- **Three or More Weeks Late:** Work turned in more than two weeks after the original deadline will not be accepted and zero (0) points will be recorded for it.

### **No Smoking**

UC Santa Barbara, the County of Santa Barbara and UCSB Extension prohibit smoking inside any classroom or building and outside within a distance of 20 feet from any building.

### **Participation**

Success in this course is tied to how actively you engage the material in class and how well you prepare before class. While in class, ask questions, share stories and participate in activities. Participation also means listening to others and respecting everyone's right to share their thoughts.

### **Tape Recording**

University policy prohibits students from audio or videotaping class sessions unless a written request is approved by UCSB Extension's Registrar or Dean.

VI. Grading Policy

Your grades are based on a combination of participation, class exercises and presentations, homework assignments, quizzes, a midterm and a final exam. You are evaluated on your ability to reflect, question, understand, and write about the ideas addressed in class. The grading criteria for this class is as follows.

Grade	Percentage	Explanation
A	90 to 100%	<ul style="list-style-type: none"> <li>You perform consistently at the highest level and have a thorough mastery of virtually all of the material. You can consistently apply concepts and skills to new, non-routine and highly complex problems.</li> </ul>
B	80 to 89%	<ul style="list-style-type: none"> <li>You perform consistently at a high level and have substantial mastery of a majority of the material. You are able, most of the time, to apply concepts and skills to the solution of new, non-routine and highly complex problems.</li> </ul>
C	70 to 79%	<ul style="list-style-type: none"> <li>You perform competently most of the time and have a satisfactory mastery of essential material. You are able, some of the time, to apply concepts and skills to the solution of new, non-routine and highly complex problems.</li> </ul>
D	60 to 69%	<ul style="list-style-type: none"> <li>You perform at a minimally competent level and have marginal mastery of the minimum essential material. With clear instructions you can be expected to carry out well-defined tasks at a routine level.</li> </ul>
F	0 to 59%	<ul style="list-style-type: none"> <li>You do not perform at a minimally competent level and do not have marginal mastery of the essential material.</li> </ul>

## VII. Assignments

The table below outlines the assignments comprising the points on which your grade is based. A description of each assignment follows as well.

Assignment	Quantity	Points Each	Total	% of Grade
• Attendance	5	40	200	20
• Participation Projects	3	100	300	30
• Midterm: Individual Paper	1	200	200	20
• Final: Group Research Project	1	300	300	30
<b>Totals</b>			1000	100

### Attendance

Strive to attend every class, arrive on time, return from breaks promptly and remain for the entire period. Being in class will earn you full points, but unexcused late arrivals and early departures will reduce the points you earn by half (to 10). If your absence is excused you will earn five (5) points for notifying me ahead of time, but if you do not notify me before class you will earn zero points.

### Participation Projects

Complete three (3) "Participation Projects" as indicated below. You will complete each individually, but will share your experiences in class to generate discussion and share knowledge with each other:

1. Locate and write a 250 word summary of a marketing research related article.
2. Research Eric Greenspan and/or Make it Work and prepare 5 questions to ask.
3. Compare and contrast features, benefits and pricing of two online survey tools.

### Midterm: Individual Paper

Research at least three (3) sources and write an analytical paper about a product or service of interest to you. You could include a SWOT Analysis and might want to evaluate a marketing campaign for that product or serve. Your paper should be typed in 12 point Arial or Times Roman font, double spaced with 1 inch margins and no more than three (3) pages in length (excluding cover page, reference list and abstract, if included). APA formatting is preferred, but not required.

### Final: Group Presentation

Working in teams of two (2) to (3), implement an online or offline survey about a product or topic in which your team is interested. Your survey must include at least five (5) questions: two (2) must be qualitative and two (2) must be quantitative – the remaining one (1) question can be either. Prepare a PowerPoint presentation of 15 to 20 minutes to share your findings with the class. Note: All team members must give some part of the presentation and everyone in a team will share the same grade.

VIII. Schedule

Week	Activities	Deliverable(s)	Homework
1 7/6/10 Tuesday	<ul style="list-style-type: none"> <li>Course Overview and Syllabus Review</li> <li>Introductory Ice Breaker</li> <li>Lecture: Marketing Research</li> <li>Videos: Marketing Intro; Marketing Research; How to Conduct Market Research</li> </ul>	<ul style="list-style-type: none"> <li>N/A</li> </ul>	<ul style="list-style-type: none"> <li>Reading: Beall 1, 2, 3</li> <li>Participation Project #1</li> </ul>
2 7/13/10 Tuesday	<ul style="list-style-type: none"> <li>Participation Project #1</li> <li>Lecture: Beall</li> <li>Videos: Niche Marketing Research; Reading Market Research Reports (Qualitative)</li> </ul>	<ul style="list-style-type: none"> <li>Participation Project #1</li> </ul>	<ul style="list-style-type: none"> <li>Reading: Beall 4, 5, 6 Brace 1, 2, 3, 4</li> <li>Participation Project #2</li> <li>Midterm: Individual Paper</li> </ul>
3 7/20/10 Tuesday	<ul style="list-style-type: none"> <li>Speaker: Eric Greenspan, CEO, Make it Work</li> <li>Participation Project #2</li> <li>Lecture: Beall and/or Brace</li> <li>Videos: Twitter as a Market Research Tool; Social Networking for Market Research.</li> </ul>	<ul style="list-style-type: none"> <li>Participation Project #2</li> <li>Midterm: Individual Paper</li> </ul>	<ul style="list-style-type: none"> <li>Reading: Beall 7, 8, 9 Brace 5, 6, 7, 8</li> <li>Participation Project #3</li> </ul>
4 7/27/10 Tuesday	<ul style="list-style-type: none"> <li>Participation Presentations</li> <li>Lecture: Beall and/or Brace</li> <li>Video: "The Merchants of Cool"</li> </ul>	<ul style="list-style-type: none"> <li>Participation Project #3</li> </ul>	<ul style="list-style-type: none"> <li>Reading: Brace 9, 10, 11, 12</li> <li>Final: Group Research Project</li> </ul>
5 8/3/10 Tuesday	<ul style="list-style-type: none"> <li>Participation Presentations</li> <li>Lecture: Brace</li> <li>Final: Group Research Project</li> </ul>	<ul style="list-style-type: none"> <li>Final: Group Research Project</li> </ul>	<ul style="list-style-type: none"> <li>N/A</li> </ul>