



# MKT 410: Marketing Research

---

**Term:** Fall 2026

**Credits:** 3.0

**Seminar Times & Location:** Tuesday & Thursday 8:00–9:15 a.m., Tidewell Hall 210

**Modality:** In-Person Seminar

Alkimi University is a fictional institution created by Alkimi AI to demonstrate its products. It does not admit students, grant degrees, employ faculty, or accept payments. All people, places, policies, and figures in this document are invented.

## Instructor Information

---

- **Instructor:** Dr. Rhys Moreau (Assistant Professor of Marketing)
- **Email:** rmoreau@university.alkimi.ai
- **Office:** Tidewell Hall 320
- **Office Hours:**
  - Tuesday & Wednesday: 11:30 a.m.–1:00 p.m. (In person, Tidewell Hall 320)
  - Monday: 9:00–10:00 a.m. (Virtual via Zoom; link posted in Canvas)
  - Also available by appointment.

## Course Description

---

Research design, qualitative methods, survey construction, sampling, experimental design, and statistical analysis of marketing data, completed through a client research project. MKT 410 provides an intensive, client-centered immersion into the principles and practice of modern marketing research. Students master exploratory, descriptive, and causal research designs, developing rigorous survey instruments, executing probabilistic sampling strategies, and conducting focus groups. Working directly with an external organizational client, student teams manage a comprehensive empirical research project from problem formulation through statistical data analysis (cross-tabulation, ANOVA, regression, factor analysis) to deliver strategic, data-driven marketing recommendations.

### Prerequisites

MKT 301 and STAT 205.

## Measurable Student Learning Outcomes

---

Upon successful completion of MKT 410, students will be able to:

1. **Formulate Marketing Research Problems:** Translate vague management dilemmas into clear, actionable marketing research objectives, hypotheses, and exploratory research designs.
2. **Design Valid Measurement Instruments:** Develop reliable and valid survey questionnaires utilizing comparative and non-comparative scales while avoiding question bias and measurement error.
3. **Execute Sampling and Data Collection:** Determine optimal sample sizes, select appropriate probability or non-probability sampling techniques, and oversee ethical primary data collection.
4. **Conduct Statistical Data Analysis:** Perform and interpret hypothesis testing, ANOVA, bivariate correlation, multiple regression, and multivariate exploratory analysis using statistical software.

5. **Deliver Client-Ready Research Presentations:** Synthesize quantitative and qualitative empirical findings into an executive-level written research report and professional client presentation.

## Required Course Materials & Approximate Costs

1. **Naresh K. Malhotra. *Marketing Research: An Applied Orientation*. 7th ed., Pearson, 2020.** Approx. \$65 digital rental, \$145 print purchase.
2. **IBM SPSS Statistics and R Studio (Alkimi Academic License).** Free academic software access via Alkimi computer labs and virtual desktop.
3. **Total estimated cost:** \$65 to \$145.

## Generative AI Policy (AI Level 2: AI Permitted with Disclosure for Specified Tasks)

In accordance with Alkimi University Academic Policies (Student Handbook §5.8), MKT 410 operates under **AI Level 2**.

- **What is permitted:** You may use generative AI tools to explore alternative phrasing for survey questionnaire items, brainstorm qualitative coding categories, and troubleshoot R or SPSS data analysis scripts.
- **What is prohibited:** You may not use AI tools to generate client deliverables without primary data collection, fabricate synthetic survey responses, write executive recommendations without team analysis, or consult AI during exams.
- **Disclosure:** All client project milestones and quantitative problem sets must include an AI disclosure note describing any generative AI tools used for questionnaire wording refinement or statistical code debugging.

## Grading Components and Weights

- **Midterm Examination:** 20% (In class, Thursday, October 1)
- **Client Project: Research Proposal & Survey Instrument:** 10% (Due Thursday, October 15 at 11:59 p.m.)
- **Client Project: Final Written Research Report:** 20% (Due Friday, November 20 at 11:59 p.m.)
- **Client Project: Executive Client Presentation:** 10% (In class, Thursday, December 3)
- **Statistical Analysis Problem Sets:** 15% (Four SPSS/R data analysis problem sets submitted via Canvas on Fridays at 11:59 p.m.; lowest score dropped)
- **Methodology Quizzes & Client Debriefs:** 5% (Online reading quizzes on research design and survey measurement scales completed in Canvas)
- **Comprehensive Final Examination:** 20% (Thursday, December 17, 2026, 10:30 a.m.–12:30 p.m.)

### Grading Scale (Alkimi University Standard)

- **A:** 93–100% | **A-:** 90–92%
- **B+:** 87–89% | **B:** 83–86% | **B-:** 80–82%
- **C+:** 77–79% | **C:** 73–76% | **C-:** 70–72%
- **D+:** 67–69% | **D:** 60–66% | **F:** Below 60%
- **Extra credit:** No extra credit assignments are offered in MKT 410. Professional quality in client research deliverables and exam performance determine your grade.

## Course Schedule (Fall 2026)

| Week          | Dates  | Topics & Readings                                                                                                                                                                                                                          | Assignments & Deadlines                  |
|---------------|--------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------|
| <b>Week 1</b> | Aug 27 | <b>Introduction to Marketing Research and Problem Definition:</b><br>Role of marketing research in managerial decision making; defining marketing research problems; client project kickoff and scoping. <i>Reading: Malhotra, Ch. 1–2</i> | <i>First day of classes: Wed Aug 26.</i> |

| Week           | Dates         | Topics & Readings                                                                                                                                                                                                                                 | Assignments & Deadlines                                                                                                               |
|----------------|---------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------|
| <b>Week 2</b>  | Sep 1, 3      | <b>Research Design Formulation and Secondary Data:</b> Exploratory vs. descriptive vs. causal designs; secondary data sources, syndicated commercial databases, and internal analytics audit. <i>Reading: Malhotra, Ch. 3–4</i>                   | <i>Wed Sep 2: Add/section change deadline.</i>                                                                                        |
| <b>Week 3</b>  | Sep 8, 10     | <b>Qualitative Research and Focus Groups:</b> Qualitative research methods; focus group moderation techniques, in-depth interviews, projective techniques, and thematic coding. <i>Reading: Malhotra, Ch. 5</i>                                   | <i>Mon Sep 7: Labor Day (no classes). Wed Sep 9: Census date (last day to drop without a W).</i>                                      |
| <b>Week 4</b>  | Sep 15, 17    | <b>Descriptive Research: Surveys and Observational Methods:</b> Survey methods (online, telephone, intercept), observation methods, and identifying sources of survey error and non-response bias. <i>Reading: Malhotra, Ch. 6</i>                | —                                                                                                                                     |
| <b>Week 5</b>  | Sep 22, 24    | <b>Measurement and Scaling Principles:</b> Primary scales of measurement (nominal, ordinal, interval, ratio); comparative vs. non-comparative scales; Likert and semantic differential scales. <i>Reading: Malhotra, Ch. 8–9</i>                  | —                                                                                                                                     |
| <b>Week 6</b>  | Sep 29, Oct 1 | <b>Questionnaire Design and Midterm Examination:</b> Questionnaire design workflow; question wording, order bias, response format, pretesting protocols; Midterm Examination in class. <i>Reading: Malhotra, Ch. 10 and Review</i>                | <b>Midterm Examination (in class).</b>                                                                                                |
| <b>Week 7</b>  | Oct 6, 8      | <b>Sampling Techniques and Sample Design:</b> Sampling design process, target population, sampling frame, probability (simple random, stratified, cluster) vs. non-probability sampling techniques. <i>Reading: Malhotra, Ch. 11</i>              | —                                                                                                                                     |
| <b>Week 8</b>  | Oct 15        | <b>Sample Size Determination and Fieldwork (Fall Break Week):</b> Sample size determination formulas, confidence intervals, and field operations management; Research Proposal & Survey Instrument due Thursday. <i>Reading: Malhotra, Ch. 12</i> | <i>Oct 12–Oct 13: Fall break (no classes). Client Project: Research Proposal &amp; Survey Instrument due Thu Oct 15 at 11:59 p.m.</i> |
| <b>Week 9</b>  | Oct 20, 22    | <b>Data Preparation, Coding, and Cleaning:</b> Data validation, editing, coding open-ended responses, variable naming, data cleaning, and handling missing data in statistical packages. <i>Reading: Malhotra, Ch. 14</i>                         | —                                                                                                                                     |
| <b>Week 10</b> | Oct 27, 29    | <b>Frequencies, Cross-Tabulation, and Hypothesis Testing:</b> Univariate statistics, frequency distributions, cross-tabulation, chi-square tests of independence, and hypothesis testing fundamentals. <i>Reading: Malhotra, Ch. 15</i>           | —                                                                                                                                     |
| <b>Week 11</b> | Nov 3, 5      | <b>Testing for Differences: t-Tests and ANOVA:</b> Parametric vs. non-parametric tests; one-sample, independent-samples, and paired-samples t-tests; one-way and two-way Analysis of Variance (ANOVA). <i>Reading: Malhotra, Ch. 16</i>           | <i>Fri Nov 6: Last day to withdraw (W) or elect Pass/No Pass.</i>                                                                     |
| <b>Week 12</b> | Nov 10, 12    | <b>Correlation and Multiple Regression Analysis:</b> Pearson correlation coefficient, Spearman rank correlation, bivariate linear regression, and multiple regression models for marketing prediction. <i>Reading: Malhotra, Ch. 17</i>           | —                                                                                                                                     |
| <b>Week 13</b> | Nov 17, 19    | <b>Multivariate Analysis: Factor Analysis and Client Report:</b> Data reduction using exploratory factor analysis; identifying latent market dimensions; Final Written Research Report due Friday. <i>Reading: Malhotra, Ch. 19</i>               | <b>Client Project: Final Written Research Report due Fri Nov 20 at 11:59 p.m.</b>                                                     |
| <b>Week 14</b> | Nov 24        | <b>Cluster Analysis and Perceptual Mapping (Thanksgiving Week):</b> Market segmentation using cluster analysis and perceptual mapping techniques (Thanksgiving week). <i>Reading: Malhotra, Ch. 20</i>                                            | <i>Nov 25–Nov 27: Thanksgiving break (no classes).</i>                                                                                |
| <b>Week 15</b> | Dec 1, 3      | <b>Client Presentations and Strategic Recommendations:</b> Translating empirical findings into actionable client strategies;                                                                                                                      | <b>Client Project: Executive Client Presentation (in class).</b>                                                                      |

| Week           | Dates  | Topics & Readings                                                                                                                                                                                           | Assignments & Deadlines                                                        |
|----------------|--------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------|
|                |        | formal executive presentations delivered to client representatives in class. <i>Reading: Malhotra, Ch. 23</i>                                                                                               |                                                                                |
| <b>Week 16</b> | Dec 8  | <b>Research Ethics and Course Synthesis:</b> Ethics in marketing research, data protection, professional standards, course retrospectives, and comprehensive final review. <i>Reading: Malhotra, Review</i> | <i>Wed Dec 9: Last day of classes.<br/>Thu Dec 10: Reading Day.</i>            |
| <b>Finals</b>  | Dec 17 | <b>Comprehensive Final Examination:</b> Thursday, December 17, 2026, 10:30 a.m.–12:30 p.m., Tidewell Hall 210.                                                                                              | Scheduled during the university final examination period in Tidewell Hall 210. |

## Course Policies

### Attendance Policy

Because MKT 410 centers on a real client research engagement, professional attendance and punctuality in Tidewell Hall 210 are mandatory. Missing more than two class meetings without prior written approval from Dr. Moreau will lower your project grade by one full letter grade. Notify your team and instructor immediately of any unavoidable emergency. Students who miss the first two class meetings without notifying the instructor may be dropped. Students may miss class for religious observance without penalty if they notify the instructor in writing within the first two weeks of the semester (by Wednesday, September 9, 2026). Absences for university-sponsored activities (athletics, performances, conferences) are excused with a letter from the sponsoring office at least one week in advance.

### Late Work Policy

Client project milestone submissions and data analysis problem sets lose 10% per calendar day late and are not accepted after 48 hours. Client presentations cannot be rescheduled.

### Final Exam Policy

The final examination (Thursday, December 17, 2026, 10:30 a.m.–12:30 p.m.) is scheduled by the University Registrar and can't be moved without the Dean's written approval (Faculty Handbook §5.5). A student with three or more final exams on the same calendar day may reschedule one of them. Requests go to the instructor of the middle exam by the last day of classes. For this term, send the request by Wednesday, December 9, 2026 (Student Handbook §6.4).

## Academic Integrity

Alkimi University is an academic community devoted to rigorous scholarship, open intellectual inquiry, and uncompromising ethical conduct. All students are subject to the regulations of the Alkimi University Academic Integrity Policy. Academic dishonesty—including plagiarism, cheating on examinations, unauthorized collaboration, fabrication of empirical data, and unauthorized submission of academic work generated by artificial intelligence—undermines the integrity of the university and carries severe disciplinary sanctions. Sanctions range from a failing grade on an assignment or exam to an administrative course failure recorded as an 'XF' on the official transcript, academic suspension, or expulsion. Suspected violations are formally investigated and resolved through the Office of Academic Integrity in accordance with Faculty Handbook §6. For detailed information, consult the Office of Academic Integrity, Lovell Hall 315, (555) 555-0163, [integrity@university.alkimi.ai](mailto:integrity@university.alkimi.ai).

## Accessibility Services

Alkimi University is committed to providing equitable educational access and reasonable accommodations for all students with documented disabilities, including physical, sensory, psychological, learning, and chronic health conditions. Students requesting academic accommodations must formally register with the Office of Accessibility Services, Harlan Hall 204, (555) 555-0155, [access@university.alkimi.ai](mailto:access@university.alkimi.ai). Once approved,

students will receive an official Faculty Accommodation Letter detailing approved accommodations. Students should present this letter to the instructor as early in the semester as possible, and at least one week prior to any exam or assignment requiring accommodation. Accommodations cannot be applied retroactively.

## Student Wellness and Mental Health

---

Your physical health, psychological well-being, and mental health are essential to your academic success. If you experience heightened stress, anxiety, depressive symptoms, personal trauma, or academic burnout, free, confidential counseling and medical care are available through the Hollis Health & Counseling Center, located in the Hollis Center. Routine appointments are available Monday–Friday 8:00 a.m.–6:00 p.m. and Saturday 10:00 a.m.–2:00 p.m. during the semester by calling (555) 555-0190 or emailing [health@university.alkimi.ai](mailto:health@university.alkimi.ai). Urgent, 24/7 crisis psychological counseling is accessible immediately at (555) 555-0199.

## Campus Student Support Services

---

- **Academic Advising Center:** Lovell Hall 101 | (555) 555-0158 | [advising@university.alkimi.ai](mailto:advising@university.alkimi.ai)
- **Writing Center:** Whitcombe Library 3rd Floor | Free consultations on papers, reports, and research projects at any stage.
- **Whitcombe Library:** Whitcombe Library, Main Floor | (555) 555-0170 | [askalibrarian@university.alkimi.ai](mailto:askalibrarian@university.alkimi.ai)
- **Hollis Health & Counseling Center:** Hollis Center | (555) 555-0190 | 24/7 Counseling Line: (555) 555-0199 | [health@university.alkimi.ai](mailto:health@university.alkimi.ai)
- **Social Science Research & Statistics Lab:** Lovell Hall 101 | Statistical consulting and tutoring for SPSS, R, and questionnaire survey analysis.