

Grading Standards and Procedures:

We will abide by Cal Poly's formal grading standards for performance evaluation in this course.

Grade	Qualitative Description of Grade
A- and A	Superior attainment of course objectives
B-, B, and B+	Good attainment of course objectives
C-, C, and C+	Acceptable attainment of course objectives
D-, D, and D+	Poor attainment of course objectives
F	Non-attainment of course objectives

I realize that you may be accustomed to receiving an A in your classes for work that is merely acceptable. This is not a beneficial practice, either for you, your future employer, or the University. In this course, A's are earned for superior performance, and nothing less. I will provide guidelines prior to assignments, so that you know what type of performance is expected. My purpose in this course is to maximize your learning. I will make every effort to assist you in that pursuit.

For each graded activity in this course, a **rubric** will be provided that will specify the evaluation criteria and scoring system that will be used to grade your performance. For example, *writing quality* may be one of the evaluation criteria used to grade the written reports that you submit in this course. Your paper will be assigned a writing quality score of 1 – 4 based on the rubric on the following page.

Sample Rubric for Assessing Writing Quality

Scoring Level	Knowledge of Conventions	Clarity and Coherence
4 - superior	In addition to meeting the requirements for a “3,” the writing is essentially error-free in terms of mechanics. Models the style and format appropriate to the assignment.	In addition to meeting the requirements for a “3,” writing flows smoothly from one idea to another. The writer has taken pains to assist the reader in following the logic of the ideas expressed.
3 - good	While there may be minor errors, the paper follows normal conventions of spelling and grammar throughout and has been carefully proofread. Appropriate conventions for style and format are used consistently throughout the writing sample. Demonstrates thoroughness and competence in documenting sources; the reader would have little difficulty referring back to cited sources.	Sentences are structured and words are chosen to communicate ideas clearly. Sequencing of ideas within paragraphs and transitions between paragraphs make the writer’s points easy to follow.
2 - acceptable	Frequent errors in spelling, grammar (such as subject/verb agreements and tense), sentence structure and/or other writing conventions distract the reader. Writing does not consistently follow appropriate style and/or format. Source documentation is incomplete. It may be unclear which references are direct quotes and which are paraphrased.	Sentence structure and/or word choice sometimes interfere with clarity. Needs to improve sequencing of ideas within paragraphs and transitions between paragraphs to make the writing easy to follow.
1 - poor	Writing contains numerous errors in spelling, grammar, and/or sentence structure which interfere with comprehension. Style and/or format are inappropriate for the assignment. Fails to demonstrate thoroughness and competence in documentation.	Sentence structure, word choice, lack of transitions and/or sequencing of ideas make reading and understanding difficult.

Activity Details:

Exercises

Throughout the quarter there will be a variety of exercises assigned. Some will be completed in class, and others will require work outside of class. Each exercise is intended to achieve specific learning objectives for a particular topic in the class. Detailed rubrics will be provided for each graded assignment.

Customer Insight Project

The customer insight project is your opportunity to practice what you've learned in the class in an actual consumer environment. Your team will be assigned one of the following consumer-related domains:

1. Technology
2. Health care, either in terms of prevention or treatment
3. Entertainment
4. The aging consumer

Once your team has been assigned a consumer domain, your next step is to select a focal firm that currently or potentially targets that domain. Then, with that firm functioning as your client, you are to complete the following:

1. Evaluate the firm's market attractiveness and competitive strength (MACS) using secondary research and environmental scanning
2. Conduct a focus group of target consumers
3. Employ an observational study of target consumers
4. Design a survey instrument that could be administered to clarify or confirm the insights you gained through the MACS analysis, focus group and observation (actual administration of the survey is not required)

You will present your findings at the end of the quarter in the form of a written report and oral presentation. Rubrics will be provided for each.

Attendance and Participation

My goal is to work with you to create an active and participative learning environment. What's important: the quality (not the frequency) of your participation, which I'll assess every week. What I expect: you should demonstrate the habits and skills that are important in the work place. This means you should

- ***Attend each and every class.*** Let me know ahead of time if you need to miss class. Please understand that letting me know is a professional courtesy and does not excuse your absence.
- ***Show up on time and stay through the end of class.*** When you arrive late or leave early, you'll always interrupt the discussion. Let me know ahead of time if you know you'll be delayed or if you must leave early. Again, this is a professional courtesy and doesn't excuse your absence.

- ***Prepare assignments in advance.***
- ***Contribute to the day's discussion.*** Prepare to discuss all readings and cases in class on the date they are listed. Contribute discussion of newsworthy developments in marketing research, pertaining to the topics covered in this class. You can follow current developments via online, broadcast, or print media sources.
- ***Treat your peers and your professor with courtesy and respect.***

You earn your participation score on a daily basis.

- ***Excellent Contribution (1 point):*** Has read the readings and/or has completed the exercises for the day. Contributes consistently and significantly to class discussions. Backs up contributions with substantial analysis and/or research. Builds on the thinking of others. Actively listens to presentations made in class; asks informed questions.
- ***Good Contribution (.85 point):*** Has read the readings and/or has completed the exercises for the day. Contributes consistently to class discussions. Backs up contributions with analysis and/or research. Occasionally builds on the thinking of others.
- ***No Contribution (.50 point):*** Is not prepared for class and/or does not contribute. Repeats what has already been said. Does not build on the thinking of others.
- ***Missed Class, with Notice (.50 point):*** Sends assigned work to class with a classmate or via e-mail ahead of class time.
- ***Negative Contribution (-.5 point):*** Interrupts or delays class discussion by arriving late or leaving early. Reads or does other work in class.
- ***Missed Class, without Notice (-1.0 points)***

Course Policies:

Punctuality, preparedness, professionalism, ethical behavior, and high-quality written and verbal communication are expected. We are preparing you to be high quality business professionals, and this requires that you develop effective habits in your collegiate career. You must take responsibility for your own learning and development, and if necessary you will learn that there are negative and sometimes severe consequences when you fail to uphold these responsibilities and standards.

Course Schedule and Reading Assignments:
(tentative schedule, subject to change as quarter progresses)

All assignments are due promptly at the beginning of the class period on their due date.

Day	Date	Topics	Reading / Exercise
Tues	9/20	<i>Course Introduction What is listening?</i>	Coursepack pp. 1-14 Listening Assignment due September 27 th
Thur	9/22	<i>The Marketing Research Process</i>	Coursepack pp. 15-34
Tues	9/27	<i>Defining the Research Question or Problem</i>	Coursepack pp. 35-54 Customer insight project research question memo due October 6 th
Thur	9/29	<i>Environmental Scanning & Industry Analysis – conducting Secondary Research</i>	Coursepack pp. 55-70 Marketing Information Competency exercise due October 6 th (1 st version) and October 11 th (revised version).
Tues	10/4	<i>Environmental Scanning & Industry Analysis – the MACS methodology</i>	MACS teaching note
Thur	10/6	<i>Environmental Scanning & Industry Analysis – presenting results and recommendations</i>	Customer insight project MACS analysis due October 27 th
Tues	10/11	<i>Practice Presentations</i>	
Thur	10/13	<i>Syndicated Data Analysis – MRI and IRI, among others</i>	Coursepack pp. 71-80 MRI exercise due October 20 th
Tues	10/18	<i>Qualitative Methods Overview</i>	Coursepack pp. 81-100
Thur	10/20	<i>Focus Groups: How to Do Them</i>	Coursepack pp. 101-152
Tues	10/25	<i>Focus Groups: Analysis and Drawing Conclusions</i>	Customer insight project focus group report due November 10 th
Thur	10/27	<i>Focus Groups: Trends and Critical Analysis</i>	Coursepack pp. 153-172
Tues	11/1	<i>One-on-One Interviews</i>	
Thur	11/3	<i>NO CLASS</i>	
Tues	11/8	<i>Projective Techniques</i>	Coursepack pp. 173-188
Thur	11/10	<i>Observation</i>	Coursepack pp. 189-242 Customer insight project observation study due November 29 th

Tues	11/15	Mystery Shopping	Coursepack pp. 243-248
Thur	11/17	Measurement Fundamentals: Types of Scales	<i>How to Conduct Your Own Survey</i> Chapter 2 and Chapter 3
Tues	11/22	Survey Question Development	<i>How to Conduct Your Own Survey</i> Chapter 6
Thur	11/24	Holiday – No class	
Tues	11/29	Survey Design (format and wording)	<i>How to Conduct Your Own Survey</i> Chapter 7
Thur	12/1	Customer Insight Project Presentations	Final customer insight project papers due
Wed	12/7	Customer Insight Project Presentations	Section 1: 10:10 – 1pm Section 2: 4:10-7pm