

**Florida International University**  
**School of Hospitality and Tourism Management**  
**COURSE SYLLABUS**

**ROLE OF MARKET RESEARCH IN VISITOR INDUSTRY**  
**HFT 4502 - RXC**  
**Fall Semester, 2016**  
**Professor Wei Tao**

<b>Class Room:</b> E-408	<b>Class Hours:</b> Tuesday & Thursday 14:45 to 16:00
<b>Office:</b> C522	<b>Office Hours:</b> Monday – Thursday 16:15 – 17:15 Other time by appointment
<b>E-mail:</b> <a href="mailto:wtao@fiu.edu">wtao@fiu.edu</a> <b>Phone:</b> 022-26684187 13662153263	<b>Web:</b> <a href="https://fiu.blackboard.com/">https://fiu.blackboard.com/</a>

### **COURSE DESCRIPTION**

This Course is designed to assist students in conducting marketing research as an aid to management decision-making. It covers various topics including problem definition, research design formulation, questionnaire construction, sampling, data collection, analysis and reporting. In this course, students will have the opportunity to apply the concepts and methods of marketing research to real-world marketing problems through a research development project.

### **COURSE METHODOLOGY**

The format of this course is a combination of lectures, class discussions, homework assignments, tests, analysis of a data set and a group research project. In order to successfully complete this course, students must take the scheduled tests, make presentations, and submit all assignments and reports on time. Failure to meet all the course requirements will result in a failing grade.

### **COURSE OBJECTIVES**

- Understand each step of conducting an market research
- Understand the terminologies of market research
- Create market research questions
- Be able to design a market research
- Be able to select research sample,
- Be able to defense analytical technique
- Be able to understand analytical results

## LEARNING OUTCOMES

Upon successful completion of this course, students will be able to:

- Formulate research questions for marketing problems
- Develop a research design appropriate to the research question
- Conduct a marketing research project
- Effectively communicate research findings

<b>Program Learning Outcome</b>	<b>Course Objectives</b>	<b>Assessment</b>	<b>Activity</b>
Information Literacy Emphasized Oral Communication Written Communication	Formulate research questions for marketing problems	Presentation; Quizzes; Research Group project	Lecture; Research and discuss in the classes.
Professionalism Oral Communication Written communication Business Ethics	Develop a research design appropriate to the research question	Group assignment; Quizzes; Research Group project	Lecture; Research and discuss in the classes.
Information Literacy Emphasized Oral Communication Written Communication Critical Thinking	Conduct a marketing research project	Group assignment; Quizzes; Research Group project	Lecture; Research and discuss in the classes.
Oral Communication Written Communication	Effectively communicate research findings	Group assignment; Quizzes; Research Group project	Lecture; Research and discuss in the classes.

## COURSE PRE-REQUISITES / CO-REQUISITES

HFT 3503 or 3509

## TEXTBOOK

Basic Marketing Research, 3/E  
 Naresh K. Malhotra  
 ISBN-10: 013715593X  
 ISBN-13: 9780137155934  
 Publisher: Prentice Hall  
 Published: 09/04/2008



## COURSE PROCEDURES

Week of:	Topics
Week 1 Aug.22 - 26	Syllabus Review Introduction & Defining the Marketing Research Problem (Chapter 1&2)
Week 2 Aug.29 - Sep.2	Research Design & Exploratory Research Design: Secondary Data (Chapter 3&4)
Week 3 Sep.5 - 9	<b>Test 1: Chapter 1-4</b> Exploratory Research Design: Syndicated Sources (Chapter 5)
Week 4 Sep.12 - 16	Exploratory Research Design: Qualitative Research (Chapter 6) Descriptive Research Design: Survey& Observation (Chapter 7)
Week 5 Sep.19 - 23	Questionnaire and Form Design (Chapter 11) <b>Test 2: Chapter 5,6,7,11</b>
Week 6 Sep.26 - 30	Causal Research Design (Chapter 8) <b>Homework Assignments Due</b>
Week 7 Oct.3 - 7	<b>National Day Holiday</b>
Week 8 Oct.10 - 14	Measurement & Scaling (Chapter 9&10)
Week 9 Oct.17 - 21	Sampling (Chapter 12 &13) <b>Test 3: Chapter 8,9,10,12,13</b>
Week 10 Oct.24 - 28	Data Preparation (Chapter 15 & 16)
Week 11 Oct.31 - Nov.4	Data Analysis: T-Test (Chapter 17)
Week 12 Nov.7 - 11	Data Analysis: ANOVA (Chapter 17)
Week 13 Nov.14 - 18	Data Analysis: Correlation & Factor Analysis (Chapter 18) <b>Test 4: Chapter 15-18</b>

Week 14 Nov.21 - 25	Data Analysis: Regression (Chapter 18) <b>Final Paper Due: Nov. 25</b>
Week 15 Nov.28 - Dec.2	Group Presentation
Week 16 Dec.5 - 9	Group Presentation

\* The instructor reserves the right to make changes as necessary to this syllabus and schedule.

\*\* All assignments are due in the class room at the beginning of class on the date due.

## COURSE EVALUATION

### Class Attendance/Punctuality

Students are expected to attend all scheduled class sessions and behave in a professional and businesslike manner in class. If a guest speaker is scheduled, it is very important to attend the class. Some of the test questions will be derived from the material covered by our guest speakers, note taking is therefore advised. Consistent class attendance will increase your understanding of the course material and result in better grades. Absences of up to three class days may be tolerated without affecting a student's attendance grade. Students who miss classes are responsible for obtaining any materials distributed/covered during their absence. Punctuality is also expected. Late arrivals and/or early departures may result in a deduction of points, affecting your grade.

### Tests

The tests will consist of multiple choice and true or false. Tests will be given during the regular class period and students must be present in class in order to take exams on scheduled dates. NO MAKE UP TESTS will be given unless notice is received by the instructor prior to the tests. Individuals missing a test will receive a grade of zero. The instructor reserves the right to determine whether the reason for missing an exam is acceptable (i.e., extreme emergency situation).

### Research Group Project

You will work in groups of three-four students to develop a marketing research project during the semester. Each group will be required to submit a research paper with proposal by the posted deadline. The final research will include a brief background of the project, research question/hypothesis, the practical significance of the study, research design, sampling, data collection, possible statistical analyses, limitations of the study, and questionnaire (questionnaire development applies to survey research only). Research involving the use of secondary/existing data will contain empirical findings and managerial implications in addition to those mentioned above. Students must discuss their topics with the instructor in advance. The paper is due on last day of class, and it will be 15-20 typed double-spaced pages using a reasonable font size and type such as Arial or Times New Roman size 12. Late work will not be accepted. Each group will give a 15-minute presentation on the research project developed.

### Reading Assignments

Students are expected to read the chapter(s) and assigned materials prior to coming to each class and also be ready to participate in class discussions. Assigned cases will be thoroughly discussed and analyzed in class. Students are encouraged to read the case carefully, examine the cases from different perspectives, and gain as clear an understanding of the situation as possible. Individuals should be prepared to be called on to answer questions and participate in class discussions.

### Cheating/Plagiarism

Students are expected to provide proper acknowledgement or reference citations for materials drawn from websites, publications, journals, or any other outside source. Students who are caught cheating or plagiarizing will be penalized with a grade of ZERO for the assignment/test/quiz/project in question.

### Late/Missed Work

Due dates are not negotiable. Any late work turned-in past the due date will not be accepted without providing official written notification to the professor in advance. The instructor reserves the right to determine whether the reason for the late/missed work is acceptable.

### Laptop

Students are not allowed to use their own laptop computers in class for any purposes including note taking.

## GRADING

### Grading Structure:

Attendance & Participation	10 points
Tests (4)	40 points
Homework Assignments	20 points
Research Group Project	30 points

### The grading scale is as follows:

A	100-93	A-	92-90
B+	89-86	B	85-83
B-	82-80	C+	79-76
C	75-70	D+	69-65
D	64-60	F	below 60

Student performance is strictly confidential. E-mail and phone communications regarding grades and student performance from non-FIU student accounts will not be RETURNED to safeguard the confidentiality of student performance. E-mail is seldom conducive to effective student feedback;

therefore, students wishing to discuss grades and evaluations should see the instructor during office hours, which have been conveniently scheduled according to the class schedule, or by appointment.

## FIU / HTM POLICIES

### Intellectual Honesty Statement

Florida International University is a community dedicated to generating and imparting knowledge through excellent teaching and research, the rigorous and respectful exchange of ideas and community service. All students should respect the right of others to have an equitable opportunity to learn and honestly to demonstrate the quality of their learning. Therefore, all students are expected to adhere to a standard of academic conduct, which demonstrates respect for themselves, their fellow students, and the educational mission of the University. All students are deemed by the University to understand that if they are found responsible for academic misconduct, they will be subject to the Academic Misconduct procedures and sanctions, as outlined in the Student Handbook.

Misconduct includes: Cheating – The unauthorized use of books, notes, aids, electronic sources; or assistance from another person with respect to examinations, course assignments, field service reports, class recitations; or the unauthorized possession of examination papers or course materials, whether originally authorized or not. Plagiarism – The use and appropriation of another's work without any indication of the source and the representation of such work as the student's own. Any student who fails to give credit for ideas, expressions or materials taken from another source, including internet sources, is responsible for plagiarism.

### The FIU Academic Pledge

As a student of this university:

- I will be honest in my academic endeavors.
- I will not represent someone else's work as my own.
- I will not cheat, nor will I aid in another's cheating.

Students at Florida International University are expected to adhere to the highest standards of integrity in every aspect of their lives. Honesty in academic matters is part of this obligation. Academic Integrity is the adherence to those special values regarding life and work in an academic community. Any act or omission by a student which violates this concept of academic integrity and undermines the academic mission of the University, shall be defined as academic misconduct and shall be subject to the procedures and penalties mandated by the University and the School of Hospitality and Tourism Management.

### Cell Phones

Cell phones, computers and beepers are **prohibited** during class.

