

Required Marketing Research Credit for MKTG 350:

Marketing Department Participant Pool, Moore School of Business

Sign-up online at <http://moore-marketing.sona-systems.com>

Marketing data and theories depend upon the research methods used to obtain them. Thus, an exposure to research and research methods is an experience that is valuable to understanding marketing and consumer behavior. At the University of South Carolina, the Marketing Department requires each student enrolled in MKTG 350 to earn 2 hours of Marketing Research Credit in order to gain some familiarity with the aims, methods, and results of marketing research.

There are two options for earning the required 2 hours of Marketing Research Credit: (1) the Experiment Option OR (2) the Research Report Option. You must choose one of these options (or a combination of the two) to earn your research credit. Your instructor can tell you what portion of your final grade is determined by completing the research credit activities.

(1) EXPERIMENT OPTION

Students may elect to participate in basic market research studies conducted by USC faculty, which may be in conjunction with local or national companies and researchers. These studies last around 60 minutes and your responses are always confidential.

1 study = 1 hour of Marketing Research Credit.

Remember, 2 hours of Marketing Research Credit are required (i.e., to receive full credit you must participate in either two studies, write two papers, or participate in one study and write one paper).

Please note that you can participate in each particular study only once. Each study is identified by a unique "study number." Thus, if you have already participated in a session for "Study S091," you cannot participate in a later session of the same study.

To participate in a study, students should sign up for a time slot at:
<http://moore-marketing.sona-systems.com>

The Research Room is on the sixth floor of the BA building (room 650). Studies take place throughout the semester. New sign-ups are posted every few weeks; check the web frequently for new postings. Some postings will also be announced in class.

Please make a note of the times for which you sign up and make sure you arrive five minutes earlier than the posted start time. No late-comers can be admitted to the study once the door has closed. If a study session you are interested in is completely full on-line, you may still come by at that time – *sometimes students who reserve spaces do not show up and their spaces will be given on a first-come-first-serve basis to students who are there but don't have a reserved space.*

However, if you cannot attend a session for which you've signed up, it is your responsibility to cancel your reservation via the on-line system so another student can have the opportunity to sign-up. If you do not attend an experimental session for which you signed up, you will not receive credit for that study. Credit is assigned based on study attendance, not study sign-ups.

Additional Important Information about the Experiment Option

At the study session, you will fill out a participation form with your name and other identifying information. This sheet will be used to automatically assign you credit for that study, which will appear in your account on the sign-up website. You do not have to take anything to your instructor to get credit – this process is done for you.

You will not need to bring anything to the studies – everything you might need will be provided for you. Some study sessions may be a collection of separate short tasks, so don't be surprised if some of the things you do in a session don't seem to tie together. This research is very important to the reputation of our business school so please try to give all tasks (even if some are a little boring) your attention and best effort. The tasks do not have any right or wrong answers; instead the researchers are interested in your personal opinions as a consumer.

(2) Research Report Option

The Marketing Department Participant Pool offers a written alternative for MKTG 350 students not wishing or able to participate in experimental research. The purpose of participating in experiments is to gain hands-on experience concerning how marketing research is conducted. Therefore, if you do not wish (or are unable) to participate, the next best way to gain insight into marketing research is by reading articles published in professional marketing journals.

Here's what to do. Select an article from a recent issue of one of the top four marketing journals (1990's or later). These journals, the *Journal of Marketing*, the *Journal of Marketing Research*, *Marketing Science*, and the *Journal of Consumer Research*, are available through the Thomas Cooper Library. Do not use articles from magazines such as *Fortune*, *Business Week*, *The Wall Street Journal*, etc; only the 4 journals listed above are acceptable. Read the article and write a synopsis relating the article to a topic from your class and/or text. The synopsis should state directly the major hypothesis being investigated, the method used by the researchers, and how the results supported or did not support the hypothesis. **This should be a 2 page, double-spaced, typed paper with 1 inch margins.** Staple to this paper a copy of the front page of the article that includes its abstract. Note that University policy on plagiarism prohibits you from using text of the article without proper citation.

1 paper = 1 hour of Marketing Research Credit. Remember, 2 hours of Marketing Research Credit are required (i.e., to receive full credit you must participate in either two studies, write two papers, or participate in one study and write one paper).

Copying from another student's paper is also considered plagiarism. To prevent plagiarism, these papers are filed by the last name of the article's author. All papers for a particular article will be compared to make sure that students are using their own words. All university academic responsibilities and disciplinary procedures apply. These papers are due in the marketing office (BA 3rd floor, in Alokparna (Sonia) Monga's box) on or before **Friday, April 17 (by 5:00 pm)**. **No papers will be accepted after this date¹.** Thus, you cannot use this option as a last minute way to fulfill your participation requirement.

If you have any questions or concerns about the experiment option or the written alternative OR ABOUT YOUR CREDIT STATUS, email the Marketing Department Subject Pool Coordinator, Dr. Alokparna Monga, at alokparna.monga@moore.sc.edu. Your instructor does not have access to your credit status during the semester and does not control when studies are offered.

¹ Please see the syllabus for your MKTG 350 course to confirm due dates. Some professors may have earlier due dates than the one shown here. The research credit program also works differently for the 801 section of MKTG 350. Please see your syllabus for details if you are enrolled in this section.