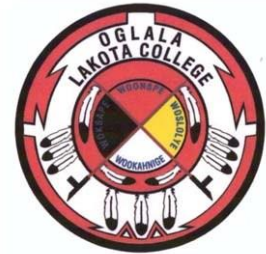


Oglala Lakota College
Business Department
Course Syllabus
Rebuilding the Lakota Nation through Education
Wounspe Ihuniyan Hci Lakota Oyate Kin Akta Ic'icakagapi Kte lo



Course Number and Name: BAD 473 Marketing Research

Credit Hours: 3

Class Section:

Class Location:

Day/Time of Class:

Instructor:

Phone(s):

Office Hours:

E-mail:

Required Text and Materials: Zikmund, W. G., & Babin, B. J. (2013). *Essentials of marketing research*. (6 ed.). Mason, OH: Cengage Learning.

Prerequisites: BAd 263 and Math 154

Business Department Vision Statement: Students will be provided the knowledge necessary to reach their maximum potential and are prepared to lead full and productive lives in the 21st century. The Oglala Lakota College Business Department ensures:

- Education excellence, equity, and high expectations for every student.
- Faculty will continually strive for excellence and stay abreast of the best practices in adult education
- Develop and maintain partnerships among educators, business, and the community that support high academic achievement and opportunity for all students.

Business Department Mission Statement: Oglala Lakota College Business Department will provide the breadth of business education necessary for students to be successful within their communities while maintaining wolakolkiciyapi. The Business Department faculty will:

- Ensure that high expectations are maintained for all students.
- Build support for higher education on the Pine Ridge Reservation.
- Create learning opportunities that lead to success and a desire to be lifelong learners.

Course Description: Introduces students to the planning, collection, and analysis of data relevant to marketing decision making, the understanding and communication of the results.

Course Goal: To ensure that students are able to conduct market research with an understanding of all the latest theories and techniques available.

Course Rationale: This course exists to assist students in the basic formation of business knowledge which is a foundation for the remaining courses throughout the business program. Therefore, this course is designed and intended for the junior level. This course will provide you with the necessary foundation of business to assist in further success in your business courses.

Department Goals/Program Learning Outcomes (PLOs): Students will demonstrate the ability and skill to:

1. Evaluate the major functional areas of business including:
 - a. Ability to prepare, analyze, communicate and use economic and financial information
 - b. Ability to understand the duties of a manager: planning, organizing, directing and controlling.
 - c. Ability to use marketing to successfully perform in the business environment
 - d. Ability to coordinate the knowledge learned in program core courses in the formulation and administration of sound business policy.
2. Demonstrate well developed written and oral business communication skills
3. Ability to evaluate current technology to critically and creatively solve business issues
4. Ability to apply ethical decision models and fundamental legal concepts to business decisions
5. Ability to use critical thinking to construct quantitative and qualitative analysis of business problems

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

Course Student Learning Outcomes:	PLOs	General Education Outcomes
Understand the role of Marketing Research	1.C	4,5
Understand the beginning stages of the research process Understand and apply research designs for collecting primary data	5	5,6
Understand measurement concepts	5	0
Understand sampling design and procedures	5	0
Understand and apply data analysis and presentation	5	4

Instructional Methodology: This course will be taught utilizing the lecture-discussion format with the use of case studies, cooperative learning (team building), graphic organizers and simulations.

Lakota Perspective: Conducting this course based on the values of mutual respect and generosity, seeking to advance each individual's knowledge through their continuing hard work (fortitude) and willingness to learn new information and viewpoints, as well as to demonstrate it, by speaking in front of the group (bravery); all undertaken in an environment of complete truthfulness, trust and integrity.

Course Requirements/Expectations of Students: Because OLC offers classes in three-hour blocks once per week, (for everyone's travel convenience), if you are absent from one OLC class session, it's like missing three classes at another college. (See student handbook).

- Unannounced quizzes and graded in-class exercises will be given; content can include any course material assigned, up to and including the current session.
- Your homework assignments must be turned in on the dates due to get full credit.
- You are expected to participate in class discussion; this provides evidence of your interest in and preparation for the class. It also helps gauge the effectiveness of the instruction and everyone's level of comprehension of the material presented. Most importantly, fellow class members benefit from your opinions and insights; in addition, the questions you ask may be about the same topic with which other students are having difficulty, so by helping yourself you also help them.
- If the Instructor is not present at the beginning of the class, and the College Center Staff has not heard from the Instructor, you should wait at least 30 minutes past the normal start-time and then if the Instructor has still not arrived, you may leave.

Homework: For upper-division courses, each student should expect to spend minimum of four hours out of class on reading and homework assignments each week, for every hour of class time (each credit hour), in order to perform satisfactorily. However, every student differs in their individual skills, educational background, experience, capability and personal goals; so the amount of time you must dedicate to out of class work can vary significantly from this national average.

Assessment: These objectives will be assessed through assignments, project and exams

Evaluation and Grading: You will be assessed on the amount of knowledge you gain about Business (mastery), and your ability to apply the concepts to various problems and scenarios (competency); as assessed through homework assignments, in-class exercises, quizzes and examinations. The minimum “core knowledge” you should gain is outlined and bulleted at the beginning of each chapter, under “Chapter Objectives”; you should also understand all the information discussed under “Important Terms” and “Discussion and Review Questions.”

Your overall grade will be derived from these assessment instruments and weighed as follows:

Live Research	25% of your grade
Presentation	10% of your grade
Attendance	15 % of your grade
Mid-Term	15 % of your grade
Final	15 % of your grade
Assignments	20 % of your grade

A = Superior Quality Work = Demonstrated concept mastery by scoring 90% or better.

B = Good Quality Work = Demonstrated concept mastery by scoring 80-89%.

C = Satisfactory Quality Work = Demonstrated concept mastery by scoring 70-79%.

D = Marginal Quality Work = Demonstrated weak concept mastery by scoring 60-69%

F = Demonstrated concept mastery below the acceptable mark of 59%, which is well below what may be required in the business world.

As the field of business continues to change the professional requirements are also changing. For students who choose business as their field of study must **have a grade of “C” or better in business core and professional courses.** IF you have questions in regards to which courses this includes ask your instructor.

Business Department policy is that we *do not allow students to do “I” incomplete contracts;* instead, students are provided the option to do a change of grade within one year. For that year your final grade will be an “F” or a higher earned grade.

I = Incomplete Work = A student may receive an incomplete grade only if it has been discussed with the instructor and the instructor deems this as justifiable. If this decision is reached, then the student must fill out an application form, which you may ask for, from the counselor or director at the college center. (See Student Handbook page 11)

W = Withdrawal = A student may withdraw from a course by filling out a Drop Card to be recorded by the Registrar. The student must sign this form if you drop yourself. A Drop Card may/can be filled out and signed by a counselor/instructor for lack of attendance.

Homework has a designated due date. There will be no late homework accepted after its due date. If you will be absent make arrangements to get the homework assignment prior to your absence so that it may be turned in on time. In the situation of an emergency you will have two days after the due date to get the assignment turned over to the instructor. **THERE WILL BE NO EXCEPTIONS TO THIS RULE.**

Co-Curricular Activities: None

Oglala Lakota College Policies:

http://www.olc.edu/local_links/registrar/docs/student_handbook.pdf

All policies regarding students are fully disclosed in the Oglala Lakota College Student Handbook which may be accessed at the above link. Summaries of the most relevant policies regarding this course are summarized below but it is recommended that students review the full policies in the Handbook.

Disability Policy (85-600)

Oglala Lakota College recognizes physical and mental disabilities that include mobility, sensory, health, psychological, and learning disabilities, and provides reasonable accommodations and/or referrals once the disability is adequately documented. While OLC's legal obligations only extend to disabilities of a substantial and long-term nature, it is also the College's practice to honor reasonable requests for accommodations and/or referrals for temporary disabilities such as physical injury, illness, or complicated pregnancy. The purpose of the provided accommodations is to ensure students with disabilities equal access to education.

Student's Responsibility: It is the responsibility of the student to make his or her disability and needs known in a timely fashion by submitting an application for service to the Coordinator of Student Affairs and to provide appropriate documentation and evaluations to support the accommodations the student requests. The student should also notify instructors at the beginning of the semester.

Please contact the Coordinator of Student Affairs at 455-6083 if you have any questions regarding the application for service process including what documentation is needed and contact information for evaluation services.

Academic Freedom (76-100)

Academic freedom is the absence of restrictions placed upon the spirit of investigation, free inquiry and open discussion. In this spirit, the instructor exercises a professional judgment to select and interpret ideas, and the student has the right to challenge ideas and interpretations.

Academic Dishonesty (76-300)

Academic dishonesty is the taking of an examination or the preparation of papers for credit wherein the student knowingly represents the work of another as his/her own; and/or knowingly

breaks stated examination rules. A student may be expelled and barred from further classes upon proof in a hearing set up by the Vice President for Instruction.

Dropping / Adding Courses (81-300)

If a student discontinues a subject and fails to allow the prescribed procedure for dropping a course, it may be recorded on his/her permanent record as an "F." It is the student's responsibility to verify that their online schedule shows that the course is officially dropped. If a class is dropped after the second week, the student will be liable for the total cost of the tuition.

Attendance Policy (81-350)

If a student wishes to be excused from a class, it is the student's responsibility to clear the absence with the instructor. At that time the student must arrange for a make-up assignment. However, an excused absence is the same as an absence until the student has completed work equivalent to being in class within one week of the absence. Once the make-up assignment is completed, the instructor may change the absent to present depending on the circumstance and quality of work. This will only apply to no more than two absences.

A student will be dropped from a course after three consecutive absences or after five total absences by the Registrar.

Tardiness Policy (81-370)

A student shall be considered tardy for class, if he/she arrives late for class, but during the first hour of the class. A student arriving later than this may be marked absent.

If an instructor is late for a class, students must wait for one-half hour. After this time, the class will be considered cancelled for that week and must be made up.

Standards of Conduct (86-300)

OLC students will abide by the standards of conduct while on college premises. Every student has the right to a safe learning environment. To ensure this safety, acts of misconduct are subject to disciplinary action. Acts of misconduct include a) any actual or threatened physical violence; b) gross disorderly conduct; c) verbal abuse or harassment; d) vandalism of OLC premises; e) attending classes under the influence of alcohol or drugs; f) failure to properly supervise children on college premises; g) any other student conduct that causes a disruption in classes or business transactions on college premises; and h) failure to abide by the College's Gun-Free/Weapon-free Policy.

Computer Account and Network Policy (93-500)

Oglala Lakota College network access may be used to improve learning and teaching consistent with the educational mission of OLC. OLC expects legal, ethical and efficient use of the network. All OLC network account usage is subject to examination or investigation as needed without prior notification or consent of the user. The use of the information system is a privilege, not a right, and inappropriate use will result in a cancellation of those privileges.

Forgery of e-mail messages, reading, deleting, copying, or modifying the e-mail of other users, and sending unsolicited junk e-mail or e-mail chain letters are prohibited.

**Course Outline and Assignments:
TOPICAL CONTENT**

<i>Date</i>	<i>Objectives</i>	<i>Assignments</i>
Oko Wanci		
Oko Nunpa		
Oko Yamni		
Oko Topa		
Oko Zaptan		
Oko Sakpe		
Oko Sakowin		
Oko Saglogan		
Oko Napcinyunka		
Oko Wikcemna		
Oko Ake Wanji		
Oko Ake Nunpa		
Oke Ake Yamni		
Oko Ake Topa		
Oko Ake		

Criterion	Need Improvement	Average	Excellent	Course Learning outcomes
Market Research Questions Score _____/10	Your research does not use all of the mandatory questions. No Original questions have been used (5 Points)	Your research uses only the mandatory questions. No original questions have been used. (8 Points)	Your research uses the mandatory questions. You have also included one or more original research questions (10 Points)	Understand the beginning stages of the research process
Marketing Research Sources Score _____/10	You have obtained information from less than two sources. A source can include a survey/interview with a potential consumer, an	You have obtained information from at least two source. A source can include a survey/intervi ew with a potential	You have obtained information from at least five source. A source can include a survey/intervi ew with a potential	Understand and apply research designs for collecting primary data Understand Measurement concepts

	expert familiar with your product or service, or consultation of a credible Web resource. Sources are well documented. (5 Points)	consumer, an expert familiar with our product or service, or consultation of a credible Web resource. Sources are well documented . (8 Points)	consumer, an expert familiar with your product or service, or consultation of a credible Web resource. Sources are well documented. (10 Point)	Understand sampling design and procedures
Market Research Data & Responses Score _____/15	Scarce data (answers to your research questions) is included. Data that has been included is not easily read or interpreted (7 Points)	Your data (answers to your research questions) is included in the report but is not formatted in an easily interpretable or readable format (12 Points)	Your data answers to your research questions) is included in the report and can be easily interpreted (15 Points)	Understand and apply data analysis and presentation

Early Alert System: The Enrollment Management Program of Oglala Lakota College has an Early Alert System in place to provide support for students. This system will be utilized by the instructor to report concerns regarding attendance, missing assignments, or any other matters that may impact the student's ability to successfully complete the course.

Disclaimer: Information contained in this syllabus was, to the best knowledge of the instructor, considered correct and complete when distributed for use at the beginning of the semester. However, this syllabus should not be considered a contract between Oglala Lakota College and any student. The instructor reserves the right to make changes in course content or instructional techniques without notice or obligation. Students will be informed of any such changes. Additional student rights and responsibilities are outlined in the Student Handbook.