



MITCHELL
COLLEGE

Division of Business
BU310 Marketing Research
Fall 2026 (August 24 – December 7)
Course Overview

Course Title:	BU-310 - A
Credits:	3 Credits
ABE Dominant Ability:	Critical & Creative Thinking, Level 2
Instructor:	Jay Frogameni
Class Time and Room:	Monday/Thursday: 4:00pm to 5:20pm Nathan Hale - 107
Office Hours:	By appointment with 24 hours' notice
Office Location:	TBD by appointment
Contact information:	Email: frogameni_j@mitchell.edu <i>I do <u>not</u> check campus voicemail daily but check email continuously during the week – email is always the best way to get in touch!</i>

Catalog Course Description:

This course introduces the use of marketing research and how it impacts business. The focus will be on understanding the various elements used in marketing research and how those elements are applied in business daily. We will look at various types of data gathering, ethics, privacy, and methods for gathering this data. We will walk through all the steps in the marketing research process to launch a product or service to customers.

Course Text:

No Text Required

Other Required Reading Materials:

Other readings may be assigned during the course. You will learn to be aware of current trends in business organizations, nationally and internationally. Where appropriate, we will incorporate current events into each unit of study: This will require you to supplement required textbook readings with daily readings from periodicals, newspapers, and the internet so that you can contribute meaningfully to all discussions.

Note: This syllabus is subject to change at any time as announced in class and as required by the instructor.

Course-Specific Information

Course Learning Outcomes:

Upon completion of the course, the student should be able to...

1. Why do businesses need and use marketing research?
2. What are the various types of marketing research used?
3. Understanding of the process for marketing research
4. Identifying the various groups in a business organization that use marketing research.
5. How the information gathered in a research study is used
6. How to measure the success of the research used
7. How marketing research can impact a business decision
8. How marketing research is used to increase revenue for businesses

Ability Based Education: ABE partners the intellectual abilities cultivated by the liberal arts and sciences with the professional skills and personal development required to compete in the global economy. As students' progress through their program of study, they will collect evidence (papers, videos, presentations, projects, etc.) to document their level of mastery. The three levels of mastery are: 1. Distinguished, Competent, Developing, Benchmark, and No Evidence Provided.

Students must achieve at least Level 2, Competent, in 5 of 7 abilities.

The seven abilities to be assessed prior to graduation from Mitchell College are:

1. Critical & Creative Thinking
2. Communication
3. Diversity and Global Perspectives
4. Information and Communication Technology Literacy (ICT Literacy)
5. Problem Solving and Analysis
6. Values, Ethics & Social Responsibility
7. Social Interaction.

ABE Abilities to be Assessed: Social Interaction Level 2 (competent)

ABE Stimulus to Assess Ability:

In addition to active class participation, each student will participate in a team project, where they will be required to identify or select a recognizable personality or company to research and to use as the subject of a well-organized presentation designed to demonstrate student understanding of the management principles of Planning, Organizing, Leading, Communicating and Controlling. At all times, the student will contribute constructively to a group climate of respect and trust.

Grading Structure:

Grading Scale: The final course grade will be based on the grading system delineated below.

A+ 100-97

A 96-94

A- 93-90

B+ 89-87

B 86-84

B- 83-80

C+ 79-77

C 76-74

C- 73-70

D+ 69-67

D 66-64

D- 63-60

F 59-0

Course Grading Breakdown:

Weekly Quizzes in Moodle	30%
Final Exam (Team Project Presentation)	40%
Participation & Attendance	<u>30%</u>
Total	100%

Course Requirements:

You will need access to a computer and Microsoft Office software, access to your Mitchell College email, and the Moodle Learning Management System. If you have a tablet or laptop computer, please bring it to class with you each week. You should make a course binder (I recommend a 3-ring binder) and keep all your materials in the binder each week. Printable notes are provided in the Moodle classroom. You will need to bring a pen/pencil and some note paper to class every week. No special software is required for this course.

College Attendance Policy:

Mitchell College requires students to attend all classes punctually and to participate actively. When a student is absent from class it disrupts the learning community. Faculty will record attendance for all class meetings. The college recognizes that students may occasionally have to miss classes (e.g., sickness, personal matters, or mental health). Excessive absences, however, will impact learning and a student's ability to pass a course. Course-specific attendance policies as defined by each instructor are outlined in course syllabi. It is the student's responsibility to be aware of the attendance policy in each class. In the event of an absence, regardless of the reason, students should communicate with the faculty; the student remains responsible for all missed coursework and related materials.

Business Division Student Attendance Policy

Being on time is an essential workplace skill. Students in the Division of Business are expected to behave as working professionals and must therefore demonstrate this skill daily, in preparation for success in their future careers. You are therefore expected to attend every class, to be prepared, to be on time, and to stay for the entire class.

Always notify your instructor in advance of class when you expect to miss class time. This includes absences for athletic teams or other student activities. If you do not notify the instructor in advance, your absence may be treated as an unexcused absence.

- After three (3) unexcused absences, your instructor may reach out by email to ask you how you are doing and to express the hope that you will return to class. This is analogous with a verbal warning in a professional workplace.
- After five (5) unexcused absences, your advisor will be notified formally that you have been absent, and that your instructor has concerns regarding your ability to pass the course. This is analogous to a final warning letter which might be offered in the workplace.
- After seven (7) absences (whether excused or unexcused), it is unlikely that you will be able to pass the course, and you will be asked to withdraw from the course. This is analogous with termination from a professional workplace.
- Multiple late arrivals or early departures may be considered an absence, at your instructor's discretion.

Attendance Definitions

Excused Absence – excused absences may be provided in the following circumstances:

- Medical or other issues beyond the control of the individual student
- Athletic games or travel during class time (with advance notification from both the athletic department and the individual student)
- Student holds or other administrative reasons.

Tardy – Arriving more than five (5) minutes after the scheduled class start time.

Left Early – Leaving class more than five (5) minutes before dismissal.

Left Early – Leaving class more than five (5) minutes before dismissal.

Policy on Academic Honesty: Penalties and procedures regarding academic dishonesty are defined in the College Catalog. Academic dishonesty includes the following but is not limited to: using the work of another individual – including another student – as one's own, using non-approved resources during quizzes or exams, submitting the same essay assignment for multiple classes, or the unauthorized use of Artificial Intelligence (AI). Please refer to the College Catalog for the procedure required when an instructor has evidence of Academic Dishonesty.

Individual instructors are free to set their own policies concerning the use of generative Artificial Intelligence (AI) tools in their courses. In the absence of such a policy, the use of AI may be considered a form of academic

dishonesty. [Faculty are encouraged to provide additional guidance on the use or misuse of AI tools here. Visit <https://mitchell.libguides.com/AI> for additional resources.]

As described in the Mitchell College policy manual, “students at Mitchell College are expected to maintain the highest standards of academic conduct.” By enrolling in this course, students agree that they understand and swear to adhere to those rules. Failure to adhere to these rules will affect a student’s grades. Academic dishonesty will result in a score of zero for that assignment and the incident will be reported to the Office of Academic Affairs. Academic dishonesty on the final exam will result in course failure.

Policy on Intellectual Property: Material created for ordinary teaching (in-person, hybrid/blended, or remote) use in the classroom and in department programs, such as syllabi, assignments, and tests, shall remain the property of the faculty creator unless otherwise denoted. Unauthorized distribution and uploading of course materials to external platforms is not permitted.

The Mitchell College Americans with Disabilities Act (ADA) Statement (updated July 2026): Mitchell College complies with the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act. In accordance with these laws, Mitchell College is committed to ensuring that no otherwise qualified student is denied access to course content, materials, services, or activities based on disability.

Students who believe they may need accommodations should contact the Office of Accessibility Services at 860-701-5790. Accommodations are not retroactive and cannot be implemented by faculty until an official Letter of Accommodation has been issued by Accessibility Services. Letters of Accommodation must be renewed each term.

Students with questions or concerns are encouraged to contact the Office of Accessibility Services. Additional information can be found in the College Catalog and on the Mitchell College Accessibility Services webpage at www.mitchell.edu/access.

Civility: It is the right of every college student to be educated in an environment that is free of distraction from the educational activities being conducted in the classroom. To support a student’s right to a distraction-free educational environment, students engaged in any type of disruptive behavior will be asked to leave the classroom and will be counted as absent from the class.

Communication: Students are required to obtain and use a Mitchell College e-mail account for all departmental and College communications. All assignments/information will be posted as described by the instructor

Important Dates:

Moodle will have all important dates outlined.

Course Outline:

Moodle will house the course outline.