



MKT 460 MARKETING INFORMATION AND

Fall 2012

Instructor: Frenkel Ter Hofstede

Information and Analysis (04880)					
	Day/Time	Location			
Lectures	Mon 2:00 – 2:30 pm	UTC 1.116			
	Wed 2:00 - 2:30 pm	UTC 1.116			
ModLab	Wed 3:30 – 4:30 pm	modlab CBA			

Please visit the course website: http://coursewebs.mccombs.utexas.edu/MKT460

Password: opensesame

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Frenkel Ter Hofstede is an Associate Professor of Marketing at the McCombs School of Business, University of Texas at Austin. He received his Masters in Econometrics at the University of Groningen and PhD in Marketing at Wageningen University, the Netherlands. Before joining the University of Texas, he spent four years on the faculty of the Graduate School of Industrial Administration at Carnegie Mellon.

Over the years, Frenkel Ter Hofstede has taught courses in Marketing Principles, Marketing Research, Global Marketing, Marketing Research Methodology, and Marketing Models. He received various awards for his teaching, including awards for teaching innovation, teaching effectiveness, and teaching excellence. He has consulted for various companies in the United States and Europe and taught customized courses in industry.

Frenkel's substantive research interests include market segmentation, international marketing, new product development, branding, and direct marketing. His methodological interests are in developing methodologies to solve problems in the above-mentioned substantive areas, with a special interest in Mixture Models, Bayesian Analysis, and Markov Chain Monte Carlo estimation methods. His work has appeared in top-tier academic journals, including *Economics Letters*, *International Journal of Research in Marketing*, *Journal of Classification*, *Journal of Marketing*, *Journal of Marketing Research*, and *Marketing Science*. Frenkel Ter Hofstede is a member of the Editorial Boards of the *International Journal of Research in Marketing*. He won several awards for his research, including the 2004 William O'Dell Award for outstanding article appearing in the *Journal of Marketing Research*.

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Weekly Syllabus

L1	Wed Aug 29	Introduction to the course
	Wed Adg 25	
	Wed Aug 29	No Modlab sessions
	Mon Sept 3	Labor day – no classes
L2	Wed Sept 5	What comprises marketing research (Ch 1)
L3	Mon Sept 10	Marketing intelligence (Ch 2)
		Deadline: Signup for a team
L4	Wed Sept 13	Marketing research process and problem formulation (Ch 3)
		Problem formulation and exploratory research designs (Ch 3/4)
	Wed Sept 13	No Modlab sessions this week
L5	Mon Sept 17	Research designs, exploratory research (Ch 4)
L6	Wed Feb 19	Descriptive research and causal designs (Ch 5,6)
		Prepare for quiz 1
		Presentation Case 1 (Teams 3 & 8)
		Case brief 1 due
	Wed Sept 19	No Modlab sessions this week
Quiz 1	Mon Sept 24	Quiz 1 (Lectures 2 - 6)
	Wed Sept 26	Causal Designs II (Ch 6)
		Presentation Case 2 (Team 4)
L		

		Case brief 2 due
M1	Wed Sept 26	Modlab 1 – Online focus group discussions I
L7	Mon Oct 1	Causal Designs III (Ch 7)
		Presentation Case 3 (Team 5)
		Case brief 3 due
L8	Wed Oct 3	Causal Designs IV and Data Collection I (Ch 7/8)
		Presentation Team Project 1 (Teams 1 and 2)
		Team project report 1 due
		Prepare for quiz 2
M2	Wed Oct 3	Modlab 2 – Online focus group discussions II
L9	Mon Oct 8	Quiz 2 (Lectures 7 - 10)
L10	Wed Oct 10	Data Collection I (Ch 8/9)
	Wed Oct 10	No Modlab session this week
Quiz 2	Mon Oct 15	Data Collection II (Ch 9/10)
L11	Wed Oct 17	Data Collection III
		Presentation Case 4 (Team 6 & 9)
		Case brief 4 due
МЗ	Wed Oct 17	Modlab session 3 – Secondary data analysis
		(Further prepare for team project 2) (Partly prepare for team project 2)
L12	Mon Oct 22	Data Collection IV (Ch 11)
		Prepare for quiz 3
L13	Wed Oct 24	Quiz 3 (Lectures 11 - 14)

M4	Wed Oct 24	Modlab 4 – Experimental (causal) designs
L14	Mon Oct 29	Data Collection IV (Ch 12)
		Presentation Case 5 (Teams 7)
		Case brief 5 due
Quiz 3	Wed Oct 31	Sampling I
		Presentation Team Project 2 (Teams 3 & 4)
		Team project report 2 due
М5	Wed Oct 31	Modlab session 5 – Creating online surveys
L15	Mon Nov 5	Data Analysis I
		Prepare for quiz 4
L16	Wed Nov 7	Sampling II
M6	Wed Nov 7	Mod lab session 6 – Pivot tables and cross tabulation in Excel
L17	Mon Nov 12	Data Analysis II
		Presentation Team Project 3 (Teams 5 & 6)
		Team project report 3 due
L18	Wed Nov 14	Quiz 4 (Lectures 15 - 17)
M7	Wed Nov 14	Modlab session 7 – Sampling
Quiz 4	Mon Nov 19	Data Analysis III
		Presentation Case 6 (Team 1)
		Case brief 6 due
L19	Wed Nov 21	Data Analysis IV (Ch 17)
М8	Wed Nov 21	Mod lab session 8- Excel training

L20	Mon Nov 26	Data Analysis V (Ch 17 + Appendix)
		Presentation Case 7 (Team 2)
		Case brief 7 due
L21	Wed Nov 28	Data Analysis VI
		Presentation Team Project 4 (Teams 7 and 8)
		Team project report 4 due
М9	Wed Nov 28	Mod lab session 9 – Optimal pricing of orange juices
L22	Mon Dec 3	Presentation Team Project 5 (Teams 9)
		Prepare for quiz 5
L23	Wed Dec 5	Quiz 5: Data Analysis and Interpretation (Lectures 18-24)
M10	Wed Dec 5	Mod lab session 10 - Conjoint analysis
	Wed Dec 5	No Modlab session
	TBA	Team project report 5 due
	TBA	Rating of team presentations due
	TBA	Peer evaluations due



Course objectives

This is a required course for marketing students in the Undergrad Business program at the McCombs School of Business. The course is designed for business students who want to pursue a career in marketing, but can also be taken by other students interested in marketing research.



The aim of the course is to teach students the methods, principles, and theories of modern marketing research and to apply these to practical business settings. You will learn the concepts and terminology used by marketers and marketing researchers and master methodological tools to obtain a competitive advantage in the business world.

The specific objectives of the course are:

- 1. To understand that marketing problems require information and how this information is obtained and delivered.
- 2. To learn how to set up a research design.
- 3. To know and understand the different methods of data collection.
- 4. To know and understand the different methods of data analysis.
- 5. To train you to apply methods of data collection and analysis to solve marketing problems.
- 6. To train you to analyze real life marketing problems.
- 7. To improve your business writing and presentation skills
- 8. To gain more experience working in teams

Textbook - optional

Marketing Research: Methodological Foundations

Gilbert A. Churchill Jr. and Dawn Iacobucci

ISBN: see below

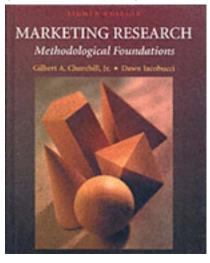
Publisher: South-Western College Pub

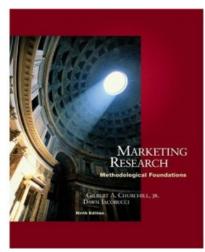
Edition: 8th or 9th

The textbook is optional but highly recommended and you should be able to find a cheap copy online. Make sure to compare prices online, e.g. at **AddAll.com**.

Below are the covers and ISBN's of the 8th and 9th edition of the textbook.

8th edition (ISBN 0030331013) 9th edition (ISBN 0324201605)





Please visit the course website for links that will provide you with price comparisons

Format

This course is taught on Mondays and Wednesdays. The theory is discussed in lectures and applied in computer lab sessions (Mod Lab). The Mod Lab sessions are not optional review sessions but are an integral part of the course. You are required to participate!

You will benefit from reading the assigned chapters in the textbook before the lectures. Preparation of each case is essential before you come to the case discussion. The case discussions depend on your active participation and class participation is an important part of your grade.

Course Website

All relevant material related to the course, including last minute announcements, will be posted on the course website:

http://coursewebs.mccombs.utexas.edu/MKT460/password: opensesame

Schedules, class notes, team projects, cases, lab sessions, and all other information will be made available at the time they are needed. Please check the website regularly. You will also be able

to check your grades on the website (through the online grading application), sign up for a marketing research team, provide feedback on the course.



Basis for Final Grade

1. Quizzes.

The purpose of the quizzes is to encourage you to study the material included in the textbook and discussed in class. Your ability to apply concepts is assessed through class discussion, team projects, and case discussions. You do not have to take comprehensive midterm and final exams. Instead we will have five smaller quizzes throughout the semester. This will help you to keep up with the material and improve your ability to work on projects and cases.

Notes:

- a. A detailed list of questions/issues is provided for each quiz. A selection of these and only these questions/issues returns on the quiz.
- b. We will follow the structure of the (customized) textbook. However, some quiz questions are related to material that is only discussed in lectures, not in the textbook. **Always take your class notes as a starting point when studying for the quizzes!** The textbook serves a supporting role.
- c. You can take any four of the five quizzes listed in the syllabus. If you decide to take all five, the four highest grades will count towards your final grade.

2. Team projects.



You and your team will apply marketing research principles and techniques to a number of practical business situations. It will improve your ability to apply and to gain a better understanding of these techniques and principles. It will also improve your professional skills of presentation and writing and give you experience working in a team. You can sign up for a team through a form on the course website. We will use peer evaluations (also administered through a form on the website) to avoid 'free rides'. Note that you may drop the lowest grade on the team projects.

3. Short business cases.



The short business cases will improve your professional skills of concise business writing and presentation. The instructor's role during a case discussion is that of a moderator. When the cases are discussed, we are less concerned with "right" or "wrong" answers than we are with thoughtful contributions which follow the discussion and either add to the debate or move it in a new direction. There is both individual and team

work involved with these cases. Each team will present one out of ten cases and you will write at least three individual case briefs during the semester. You can choose any three out of ten cases.

Notes:

a) Briefs are due at the start of the class in which the case is discussed. Late work cannot be accepted because that would give others a disadvantage. Submit your case brief in Word or PDF format online through the course website (limit 2mb). If you want you can submit a hardcopy as long as you also submit an online copy.

Always keep an extra copy of your brief!

b) You can only appeal a grade if there is a clear misreading of what you wrote. Write a memo explaining your disagreement, keep a Xerox copy of your brief and the original and re-submit.

4. Class attendance and participation.



Class presence and participation points are given to encourage your active class participation and discussion. You will be rewarded with a perfect score as long as you frequently come to class and actively contribute to the class discussion. Please sign one of the attendance sheet when you come to class. If you find it uncomfortable to speak up in class, I encourage you to visit me during office hours and work on this

skill.

Feedback

It is my goal to make this an excellent course. If at any time you feel that the course is not meeting your expectations or you want to provide feedback on how the course is progressing for you, please contact me or submit your feedback online via the course web page.



Grading

Your final grade will be computed based on the following assignments.

Quizzes (40%)

(10 % for each quiz)

The quizzes will encourage you to study the basic material (definitions and applications of marketing research concepts and techniques), i.e., the text and lectures. You may skip one quiz or if you take all five, you can drop the lowest grade.

Team Project Reports and Presentation (35%)

(7% for each project and 7% for the project team presentation)

The projects will help you apply and further understand marketing research principles in real business settings. It will also give you experience working in a team. You and your team will complete five project written reports and present one project (you will hand in written reports all projects, including the project you present). You can drop the project report with the lowest grade. I encourage you to complete all projects because all of them are likely to help you in your future career. If for some reason you fail to hand in a report, the grades for the four submitted reports will count.

Short Cases (15%)

(6% per case brief and 3 % for the case team presentation)

The briefs and presentation will help improve your professional skills of concise business writing and communication. You will present one case with your team and write at least two <u>individual</u> case briefs. For your case briefs you can select any of the seven cases, <u>except for the one you present. So you cannot hand in a case brief for the case you present with your team.</u> If you write more than two case briefs, the highest two grades will count.

Class Attendance and Participation (10%)

(5% attendance and 5% active class participation)

These points are given to encourage you to prepare, attend, and participate in class. You are allowed to miss one class without being penalized, but a few points are taken off for each class missed. To receive full credit for participation, you need to actively participate in the discussions. Modlab sessions are also counted as a class.

Peer evaluations

When computing your final grade, grades on team assignments are weighted by your peer evaluation. The peer evaluation factor is computed as: the sum of three peer evaluation scores/100.

So the maximum is 3, minimum is 0. All team work (team projects and

presentations) will be weighted (multiplied) by this factor. If your peer evaluation factor is close to one, there is no adjustment. At the end of the semester, you will be asked to rate your team members through the peer evaluation form. If you do not hand in a peer evaluation, your team members will receive a score of 33.33, so it will not have an impact on final grade.

Computation final grade

Each assignment will be graded on a scale from 0 to 100 and your final grade will be computed based on the weighted average (see weights of assignments for the weight of each individual assignment or compute your grade online) as follows:

A 93.33 - 100

A- 90 - 93.33

B+ 86.67 - 90

B 83.33 - 86.67

B- 80 - 83.33

C+ 76.67 - 80

C 73.33 - 76.67

C- 70 - 73.33

D+ 67.67 - 70

D 63.33 - 67.67

D- 60 - 63.33

F Below 60

So no relative adjusted curve will be used.

Important: Only <u>official medical</u> excuses will be accepted as a reason to miss deadlines. Case briefs are due at the beginning of the class on the day they are discussed. Late assignments are not graded unless accompanied by a documented medical excuse.



Weights of the assignment

Your final grade will be computed, based on the following weights:

Type of assignment		Individual or team work*	Percentage of final grade	Totals
Quizzes	Quiz	individual work	10 %	40%
	Quiz	individual work	10 %	
	Quiz	individual work	10 %	
	Quiz	individual work	10 %	
	Quiz (lowest grade or skipped)	individual work	drop quiz with lowest grade (or skip one)	
Projects	Project report	team work	7%	35%
	Project report	team work	7%	
	Project report	team work	7%	
	Project report	team work	7%	
	Project report (lowest grade or skipped)	team work	drop report with lowest grade	
	Project presentation	team work	7%	
Mini Cases	Case brief	individual work	6%	15%
	Case brief	individual work	6%	
	Other case briefs (lower grades or skipped)	individual work	only two case briefs are required	
	Team case presentation (different than the two case briefs)	team work	3%	
Class participation	Attendance	individual work	5%	10%
	Participation	individual work	5%	
Total course				100%

^{*} Assignments indicated as individual work, require each student to hand in a unique copy of the exam/report/etc. If indicated as 'team work' your team is expected to hand in one and only one copy.



Grading of quizzes

You do not have to take comprehensive midterm and final exams. Instead we will have five quizzes throughout the semester. This will help you to keep up with the material and improve your ability to work on projects and cases.

Four out of five quizzes will count towards your final grade. You may skip one quiz or if you take all five quizzes only the four highest grades will count. Each quiz will count for 10 % towards your final grade.

The quizzes will consist of a number of open-ended questions (typically five). Some are more short answer-type questions and others involve calculations. One week before the quiz, a list of questions will be made available (listed in the class notes and posted on the website). The quiz will consist of a selection of those questions. The distribution of points is indicated on the quiz.

See the <u>weekly syllabus</u> for the material covered in the quizzes.



When grading the team project reports and project presentations, the following issues will be taken into account (where applicable):

Written reports

(7% of final grade each)

- Format and presentation (20 points): This would cover the following areas:
 - Clarity in writing- clear, direct, writing style
 - Grammatical and spelling errors
 - o Adhering to the prescribed format and page limit
 - Creativity in presenting results creativity in writing, layout, graphs, etc.
- Logical reasoning and analysis (50 points): This would cover the following areas:
 - Presenting logical and relevant arguments
 - Consistency be consistent throughout the report
 - Show an understanding and application of marketing and marketing research concepts discussed in the class
 - o Thoroughness cover all the important aspects of the project
 - o Conciseness be to the point
 - Sufficient information collected (if applicable)
- Recommendations/ conclusions (30 points): This would cover the following areas:
 - o Relevance of recommendations/ conclusions to the problem
 - Recommendations supported by information given in the project
 - Recommendations consistent with the analysis
 - Practical implications of the recommendations- can be implemented and has relevance in the real world

Presentation

(7% of final grade each)

- Clear communication to audience both visual and verbal
- Creativity in presenting results creativity in writing, layout, graphs, creative recommendations (if applicable)
- Use of marketing and marketing research concepts - relates to marketing and marketing research concepts discussed in class
- Response to questions direct answers; show you know the materials.

Note: when computing your final grade, grades on team assignments are weighted by your peer evaluation. Make sure to keep your team members happy:).



Case briefs

- Format and presentation (20 points): This would cover the following areas:
 - o Clarity in writing- clear, direct, writing style
 - o Grammatical and spelling errors
 - o Adhering to the prescribed format and page limit
 - Creativity in presenting results creativity in writing, layout, graphs, etc.
- Logical reasoning and analysis (50 points): This would cover the following areas:
 - o Presenting logical and relevant arguments
 - o Consistency be consistent throughout the report
 - Show an understanding and application of marketing and marketing research concepts discussed in the class
 - o Thoroughness cover all the important aspects of the case
 - o Conciseness be to the point
 - Sufficient information collected (if applicable)
- Recommendations/ conclusions (30 points): This would cover the following areas:
 - o Relevance of recommendations/ conclusions to the problem
 - o Recommendations supported by information given in the case
 - o Recommendations consistent with the analysis
 - Practical implications of the recommendations- can be implemented and has relevance in the real world

Case presentations

Same criteria will be used as for the team project presentations.



How to approach the quizzes?

When studying for the quizzes, the best approach is to take the list of questions (distributed one week before the quiz and listed below) as a starting point. Each question relates directly to the class notes. Make sure you understand the methods/concepts explained in the class notes. Read the textbook on the topic if it is not completely clear.

Important: You will need to read the chapters in the textbook to get a better understanding of the issues. However, issues that are <u>not</u> discussed in class, but are in the textbook, will not be part of the quizzes.



Team projects

Deliverables:

- five written team project reports in word or pdf format, uploaded before the class it is due.
- one team presentation plus slides in PowerPoint format, uploaded at least 2 hours before start of the class.

The team projects will help you apply concepts learned in class so you will get a better understanding of how they apply to real marketing research problems. Working in a team will also allow you to learn from others and give you more experience with group dynamics.

You will work with your team members as a team of "consultants" on five marketing research problems, report in writing, and present your findings in class (for one project). The weekly syllabus will indicate which project you will present.

Peer evaluations

Note that we will use <u>peer evaluations</u> (also administered through a form on the website) to avoid 'free rides'. Note that you may drop the lowest grade on the team projects.

Signup now for a team!

You can <u>sign up for a team</u> using a form on the course website. When joining a team you may want to create a team that is as diverse as possible so that you can profit from the complementarities of backgrounds and skills. This will provide the best learning experience.

The reports

You and your team members will write a short report for each of the five projects (2-3 pages text plus a maximum of 10 pages for appendices). The team project descriptions will be made available on the web and handed out in class. All projects will deal with a realistic marketing problem faced by a company. Additional information is needed to support the decision. Your team will act as a team of consultants that is hired to collect that information and provide a recommendation to the board of directors of that company.

The reports are due before the start of the class in which the project is presented (see the <u>weekly syllabus</u> for the exact dates). Submit your report in Word or PDF format online through the course website (limit 2mb). If you want you can submit a

hardcopy as long as you also submit an online copy.

You will work on the projects during the ModLab sessions and in your own time. See the grading criteria for team projects for details on how your report will be graded.

The presentation

Your team will prepare a PowerPoint presentation for one team projects and present in class (Teams 1 and 2 present team project 1, Teams 3 and 4 present team project 2, etc. See the <u>weekly syllabus</u> for the exact dates). As your presentation time is limited, it is extremely important to carefully prepare and coordinate, focusing on the most important issues. See the <u>grading criteria for team projects</u> for details on how your presentation will be graded.

Each team will also serve as a board of directors when another team presents. Take this role seriously and ask relevant questions. Your grade will also depend on your performance being on the board.

Duration presentation 15 minutes **Duration discussion** Varies **Audience** Assume you

Assume your audience is the board of directors that has hired you as a consultant to solve one of their marketing research issues. When one team is presenting, the other team will serve as the board of directors. The board of directors and I will raise serious questions on the research and suggested solutions, to which the

presenting team will have to respond.

Presentation media 1. <u>Upload your PowerPoint file to the course website at</u>

least 2 hours before class. (if you can, bring a copy on a

flash drive)

2. Print six copies of your slides as a handout and pass

them on to the board and me.

Award

The team that is most successful at presenting the team project will receive the prestigious **Marketing Research** award! You will provide feedback on each team presentation and online. Your ratings will be used as a basis for selecting the winning team. Please <u>rate each team's project presentation</u> (except your own team) on the course website. Commenting on another team's presentation will help you to improve your own presentation skills. The feedback you receive by others will help you understand how your audience reacted to your presentations. In the past, students have included this award in their CV.

More information

Go to the course website to find more information on the projects (e.g., the project descriptions, ratings for the award, etc.).



Writing of individual case briefs

Note that this is a general guideline for writing case briefs. You may need to deviate from this structure when stated in the case write up. For example, for case 1, you need to follow the structure of a research proposal (from the class notes).

Write in a professional tone as if you are a consultant to the firm, giving your best (and highly paid!) advice. Use strong and active verbs. The styles of Business Week and The Wall Street Journal are good models in most instances. You will end up with some well-crafted sentences that your English teacher would call "run on" but they may be efficient in business prose.

In most business situations, there are multiple possible courses of action, but you will have to make a recommendation for one. Choose one firmly and make a strong case for your recommendation, potentially discussing pros and cons of alternative actions.

Format

Type your <u>name</u> and <u>section number</u> in the right hand corner of your case brief.

Your briefs are to be a <u>single page</u>, accompanied by a <u>maximum of three relevant</u> exhibits that are attached in an appendix.

The format must be strictly followed: 1 inch margins on all sides; 10 to 12-point font size; single-spaced within paragraphs, double-spaced between paragraphs. Identify your brief with your name, section and the case. This information may be included in the page header. The exhibits should have a title, be numbered, and referenced from the main text. They should be relevant and well-crafted within the same format; they should contain narrative that should appear in the text itself.

Your brief and the exhibits must be individual work. Running over the one-page limit for text will lead to a penalty in the grade.

Paragraph Heading. In one page, you do not always have enough space for separate headings; in general they are not needed, but you may use running paragraph headings (as shown here) if it helps.

Organization

There are many possible ways to write a well-organized, appealing brief. If you work in marketing, your employer will likely have a "house style." But you should start with the following structure for this course. Although it constrains your creativity, it

makes it possible to grade a large number of briefs according to a common scheme.

Introduction and background: Very briefly, identify the situation and who must take what decision (if that information is given in the case) and describe the background, briefly summarize your understanding of the situation and the problems faced by a company or person. If questions are listed below the case, you can use those to identify the problems.

Recommendation: Avoid placing your recommendation at the end of the brief as a conventional conclusion in business; the reader may not get that far. You should make your recommendation explicitly. Do not hedge with wasted words such as "In my opinion." Say what the executive or firm should do.

Basis for Recommendation: Back up your plan: Provide reasons why your recommendation makes sense, possibly including the rejection of alternate approaches.

Assumptions and Uncertainties: Outline key assumptions that you have made and briefly discuss possible uncertainties associated with your recommendation.

Action Steps: If the case requires particular steps to be taken, outline what actions need to be taken. What should be done today? Tomorrow? And in the next three months? Be specific here.

Exhibits

You can include up to three exhibits such as Excel spreadsheets, graphs, questionnaires, etc.. You must refer to the exhibit at the appropriate point in your text as e.g., (Table 2), (Figure 1a), (Exhibit A). Sometimes you can explore possible outcomes by presenting the "worst, expected and best" cases - but do not print out endless iterations of the same idea.

Mechanics

Use a spell checker and carefully read through your work and make appropriate corrections. Don't have another person do this work. I want you to learn good editing skills as well as good writing.



In this course you will learn how to create online surveys. You will create surveys and post links to your survey on the course website so that other students can help generate responses. Below you will find a tutorial on how to create online surveys.

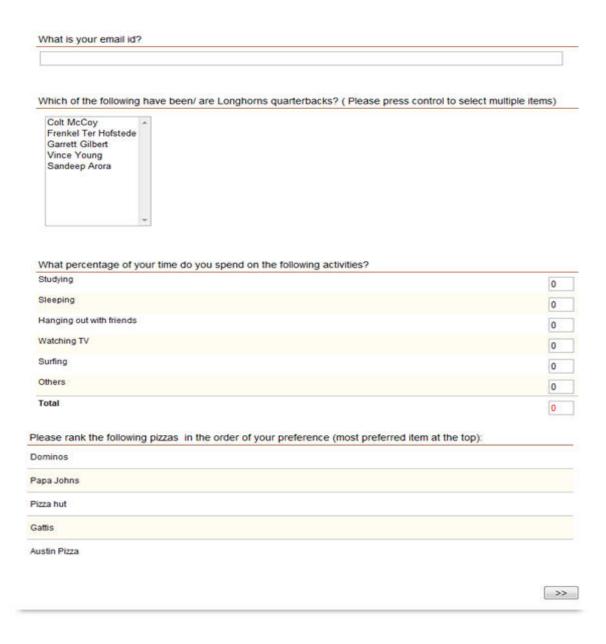
Creating online surveys with Qualtrics Survey Software

Qualtrics Survey Software is a popular survey tool that is made available for use by McCombs faculty, staff and students (requires a UT EID). Qualtrics is used in academia and business and many of the Fortune 500 companies such as Kodak, Nissan, HP, Verizon use Qualtrics' services. In this tutorial, we will focus on creating surveys, discussing different types of survey questions, editing a survey, randomization and distributing the survey. You will apply these skills in a later team project on survey design, so pay close attention.

Below are instructions for creating a basic survey using this tool. In addition, there is a comprehensive tutorial at Qualtrics site. You can visit the Qualtrics tutorials page to access video tutorials if you have questions.

After going through this tutorial, create a survey with some close-end questions. You can use the example below or create questions and response categories for a topic of your choice.

WHAT STARTS RESE CHANGES THE WORLD THE UNIVERSITY OF TEXAS AT AUSTIN					21	McCOMBS SCH	OOL OF BUSIN
How much TV do you	watch on a typical S	aturday?					
0 to 1 hour							
1-3 hours							
More than 3 hours							
Vhich of the following	products do you ow	m?					
MP3 Player							
TV.							
Car							
PDA							
Cellular phone							
low do you rate the c		otball team or	n the follow	ing paramete	rs?		Couldn't be
low do you rate the c	urrent Longhorns fo Top of the world	otball team of	Good	ing paramete	rs? Bad	Really bad	Couldn't be worse
	Top of the	wrenez renezantar	05-752	- AND 8:000 2	rosment	Really bad	
Mense	Top of the world	Very good	Good	Average	Bad	000000000000000000000000000000000000000	worse
offense Defense Special teams	Top of the world	Very good	Good	Average	Bad	0	worse



Generating a Survey

- **Step 1.** Log into the Qualtrics Survey Software
- **Step 2.** Create a new survey
- **Step 3.** Create a question
- **Step 4.** Add, delete and move questions
- **Step 5.** Change the question type
- Step 6. Add, delete and move blocks
- Step 7. Randomization options
- **Step 8.** Validation options
- **Step 9.** Distribute the survey