Earning Marketing Research Credits

HOW TO EARN CREDITS
The research component of your class requirements represents 10% of your grade. You must complete 4 credits to earn the full 10%.

The options for fulfilling this requirement are:

1. **Participate in 4 research sessions** conducted by a UTSA Marketing professor who is offering the studies for MKT 3013 and MKT 4093 students. These sessions will be available throughout the term, and you can sign up on-line. These sessions last no more than 1 hour. The deadline for participating in studies for the Fall, 2015 semester is December 1.

2. **Write a research summary**, a 2-3 page written paper summarizing a marketing research article.
   - 1 research summary = 1 credit
   - Find the papers to summarize [here](#). Select a paper from the list, read it, and summarize in 2-3 pages.
   - Do not copy and paste passages from the paper; that is plagiarism. For more details on plagiarism, please read [this](#).
   - Papers must be submitted to the lab manager (ishani.banerji@utsa.edu) by midnight on December 1.

You can earn credits through any combination of research sessions or papers. For example:

- 4 research sessions + 0 research summaries = 4 credits
- 3 research sessions + 1 research summary = 4 credits
- 2 research sessions + 2 research summaries = 4 credits
- 1 research session + 3 research summaries = 4 credits
- 0 research sessions + 4 research summaries = 4 credits

HOW TO SIGN UP FOR STUDIES
Sign up for research sessions [here](#).

- Click on “request an account” on the right hand side of the page.
- Provide the e-mail address you check most frequently. This is because we send you updates about when studies are posted! Make sure you use a good/valid e-mail address so that you can see our updates (we promise, no spam). Please make sure the sender SONA SYSTEMS and MARKETING RESEARCH STUDY SIGN-UP SYSTEM are allowed past your spam filter.
- The system generates an automatic password to the e-mail address you provided.
  - Please log in and change your password to something more memorable. If you have not received your password within 24 hours, it might be because you provided an
incorrect e-mail address. If that is the case, contact the Lab Manager (Ishani.banerji@utsa.edu), who is in charge of administering the studies.

HELPFUL HINTS

1. This system tends to operate best with Mozilla Firefox, Google Chrome, or Safari as your web browser. We sometimes experience issues with Internet Explorer (IE).

2. **Bring your 5-digit ID code with you.** This ID code is critical because it helps us to ensure that your data remains anonymous. You will not be able to complete a study without it.

3. Sign up for studies that fit your schedule as soon as they become available.
   - Studies are offered throughout the semester. However, if you wait until the last few weeks of the term (and your fellow students do the same thing), you might not have as many studies from which to choose. Thus, **we highly encourage you to complete your studies as soon as you can.**
   - The **number of spaces in each study is limited**, so studies fill up very quickly. This means that you might not always be able to get into a specific study, but rest assured that you will have ample opportunity to sign up for your required number of studies.

4. **Show up for your study.** Because spaces are limited, you are taking up a space that someone else might want. Thus, if you do not show up, you deprive your fellow students of the opportunity to participate in that study.
   - If you sign up for a study but then realize you cannot make it, please login to the SONA system and cancel
   - We do give you two free “no-shows” for appointments you scheduled but did not attend or cancel. After that, however, you will be barred from participation in future studies. It’s a **two-strikes-and-you’re-out** rule.

5. **Be on time.** Once the study is started, it cannot be interrupted without disturbing the session. So once the door is closed and the study has begun, you **will not be allowed to participate even if you are just a few minutes late.** It is important that you know this, and thus can plan accordingly.
   - Note: This is *not* a punishment by your professors and their research assistants (we want you to participate in the study!), but just a requirement of good research designs.

6. We will communicate with you via e-mail throughout the semester. This will entail:
   - Announcements of new studies as they are posted (so you don’t have to continually log on and monitor the website for study availability)
   - Notification of registration when you sign up for a study
   - Reminders (the day prior to the scheduled time) that your study is coming up
   - Notification of credit for a study. This should occur within 24 hours; if not, contact the Lab Manager (Ishani.banerji@utsa.edu).

You can also check the status of your credit at any time when you log on.

If you have problems or questions about the research studies, **contact the lab manager.**
HOW TO WRITE RESEARCH SUMMARIES

• Pick an article from the list of research articles available [here](#).
• Write a 2-3 page summary of the article:
  o Use 1-inch margins and 12-point Times New Roman font with double spacing.
  o Summarize the main findings of the paper, and discuss your reaction(s).
    ▪ Did you find the paper interesting? Why?
    ▪ Are the findings relevant to how marketing is or might be practiced in industry? If yes, how?
    ▪ Are there any flaws in how the research was conducted? If yes, what are they?
  o Use APA formatting. Click [here](#) for some guidelines on this style.