

# Earning Marketing Research Credits

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## 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 the UTSA Marketing department for MKT 3013 and MKT 4093 students. These sessions will be available throughout the term, and you can sign up on-line through the SONA website (see instructions below). These sessions last no more than 1 hour.
2. Write a research summary by answering a series of essay-type questions that ask you to summarize and evaluate the main findings of an academic research article.
  - 1 research summary = 1 credit
  - Find the research articles to summarize [here](http://business.utsa.edu/marketing/mkt_subjectpool_articles.aspx) (http://business.utsa.edu/marketing/mkt\_subjectpool\_articles.aspx). Select a paper from the list, read it, and then answers five questions about each article in an online survey.
  - Do not copy and paste passages from the paper; that is plagiarism. For more details on plagiarism, please read [this](http://www.utsa.edu/tlc/learning_technology/plagiarism_tutorial/index.html) (http://www.utsa.edu/tlc/learning\_technology/plagiarism\_tutorial/index.html)

You can earn credits through any combination of research sessions or summaries. 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

Regardless of which option you choose, the research requirement must be completed by **5 pm on April 28<sup>th</sup>**. **No late submissions will be accepted!**

## CREATING A SONA ACCOUNT

The Marketing Department uses the SONA website to manage the research credit process. Note that the Marketing department website is different from those used by other UTSA departments (e.g., Psychology). All students completing the research requirement will need to create an account in the SONA system. Therefore, even if you have a SONA account from a previous non-Marketing class at UTSA, you'll need to create a new one in the Marketing

Department's website using the following instructions:

- Go to [the Marketing SONA website](http://utsa-marketing.sona-systems.com/) (http://utsa-marketing.sona-systems.com/) and click on “**request an account**” on the right side of the page. It is important that you visit the Marketing SONA website, and not the websites of other departments (such as Psychology).
- 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** (a random number) 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.
- Once you are entered into the system, you will receive a randomly generated number called your **5-digit SONA identity code**. This number is used to keep your name anonymous while completing the research requirement. Please write this number down and have it available whenever you are participating in any research activities.

**Please make sure that you provide the correct course information.** If the course information you provide is incorrect, then we have no way of informing your instructor about how many credits you have earned.

Note that the SONA system tends to operate best with Mozilla Firefox, Google Chrome, or Safari as your web browser. We sometimes **experience issues with Internet Explorer (IE)**. For example, if you have problems logging into the system from UTSA labs (in the form of an error message that says “Authentication Expired”), this is usually because you are using Internet Explorer as your Internet browser, and the UTSA labs have configured the system specifications regarding cookie activation. To solve this problem, we suggest using Mozilla Firefox, Google Chrome, or Safari as your browser instead.

## **HELPFUL HINTS FOR PARTICIPATING IN RESEARCH STUDIES**

1. **Bring your 5-digit ID code with you to every study.** 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.
2. 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.
3. **Show up for your study.** The system will limit sign-ups for each student to 3 studies at a time, but be polite to your fellow students and only sign up for studies when you really plan to be there. Spaces are limited, so if you sign up and don't come to the study you are wasting a space that someone else might have wanted. .
    - If you sign up for a study but then realize you cannot make it, please login to the SONA system and cancel your sign-up. Note that you'll need to do this at least a few hours before your scheduled session.
    - 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.
  4. **Go to the right place for your study.** There are two marketing laboratories in the Business Building, one on the 3rd floor and one on the 4th floor. Be sure you are going to the right lab for your study! Directions are available [here](http://www.business.utsa.edu/marketing/files/Directions.pdf) (<http://www.business.utsa.edu/marketing/files/Directions.pdf>).
  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 couple of 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. **Be courteous if you finish early.** Each study session lasts about 55 minutes. You will be asked to remain in the lab until the entire session is over, so that other students who are still completing the study are not disrupted. During this time, you may use the Internet on the lab computer station to which you were assigned. However, please make sure that you are courteous to the other students in the lab who are still completing their task(s) while you wait. For instance, please refrain from talking to other students, talking on your cellphone, or listening to audio without headphones. Once you've finished, make sure you're logged out of any web services.
  7. 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](mailto: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 ([ishani.banerji@utsa.edu](mailto:ishani.banerji@utsa.edu)).

## EARNING CREDITS BY WRITING RESEARCH SUMMARIES

You can also earn research credits by writing summaries of academic research articles. Note that you need to **complete these by April 28<sup>th</sup>** in order to earn credit.

- Pick an article from the list of research articles available [here](http://www.business.utsa.edu/marketing/mkt_subjectpool_articles.aspx) ([http://www.business.utsa.edu/marketing/mkt\\_subjectpool\\_articles.aspx](http://www.business.utsa.edu/marketing/mkt_subjectpool_articles.aspx)).
- Complete a series of questions about each article. The questions are part of [an online survey](http://utsabusiness.qualtrics.com/jfe/form/SV_1BxPNWYywOzc0JL) ([http://utsabusiness.qualtrics.com/jfe/form/SV\\_1BxPNWYywOzc0JL](http://utsabusiness.qualtrics.com/jfe/form/SV_1BxPNWYywOzc0JL)).
  - You'll be asked to answer **5 essay-style questions about each article**. The questions are:
    - What were the main findings of this research article?
    - Describe at least TWO strengths of this article. For e.g., the way the studies were conducted, the implications of the findings, the applicability of the general research question to business practice, etc.
    - Describe at least TWO weaknesses. For e.g., the way the studies were conducted, the implications of the findings, the applicability of the general research question to business practice, etc.
    - What other questions did the findings lead you to think about? In other words, if you were to continue working on this research question, what questions would you try to answer?
    - How would you apply these findings in your life as a consumer or a marketer?

Note that **each question will require a response that is about half a page in length**. As such, you should have your responses to each question somewhat prepared before you start the online survey.

**You'll be submitting all the summaries at one time**. Therefore, if you are submitting more than one summary, make sure you have read all the articles and prepared responses for all the questions for each article before starting the survey. **You'll not be able to complete the survey multiple times for each article**.

If you have problems or questions about the research summaries, contact the lab manager ([ishani.banerji@utsa.edu](mailto:ishani.banerji@utsa.edu)).