

INSTRUCTIONS, GUIDELINES, AND HINTS FOR PARTICIPATING IN MARKETING RESEARCH STUDIES

I. PURPOSE

The purpose of your marketing research requirement is two-fold:

- 1) Expose you to various techniques used in marketing research
- 2) Expose you to research topics and methods that are used by marketing professors at UTSA.

As you are likely aware, UTSA's mission is to become a premier public research university. This means that along with their teaching and service duties, professors are also involved in research. This is important to the field of marketing because it results in the creation of new knowledge, and this new knowledge is what forms the basis of future marketing education. Examples of this can be found simply by looking in your textbooks at the references (endnotes) that appear throughout. These references often pertain to original research done by university professors, including many here at UTSA. Students at UTSA also benefit directly from this research because their professors can pass along this new knowledge even before it makes it into tomorrow's textbook.

Thus, the research component of your class requirements serves those two important functions: 1) teaching you more about actual research techniques through active participation, and 2) allowing you to pave the way for future marketing students by participating in the creation of new knowledge about marketing.

II. OPTIONS FOR PARTICIPATING

The research component of your class requirements represents 10% of your grade. The options for fulfilling this requirement are:

1. Participate in 3 research sessions conducted by a UTSA Marketing professor who is offering the studies for MKT 3013 students. These sessions will be available throughout the term and you can sign up on-line. These sessions last no more than 1 hour. [IMPORTANT: Please note that sometimes Marketing professors (and also other professors or students around campus) also offer studies as part of other classes (usually their own). These study requirements are separate and do not count toward your research requirement for MKT 3013. Unless I indicate otherwise, only the studies that are posted on the Marketing Dept. research website are eligible toward your research requirement.] The deadline for participating in studies for the Fall 2009 is **Friday, December 4th**.
2. In lieu of each session, you can provide a **2-3 page** written summary of a marketing research article written by a UTSA Marketing professor. Thus, you can participate in 3 sessions and write no papers, participate in 2 sessions and write 1 paper, and so forth. Instructions for writing the paper, as well as deadline and submission information, are in Section VI.

3. Another alternative is that in lieu of each session, you can attend a faculty research colloquia offered by the UTSA Department of Marketing. These talks generally last 1.5 - 2 hours and are offered on an irregular basis (and usually not during the Summer terms). You sign up for these colloquia in the same way you sign up for the research studies (described below). To receive credit, you must be present for the entire talk. Note that enrollment in these colloquia is very limited due to the small rooms.

III. PROCEDURES FOR SIGNING UP

To sign up for research sessions, go to the following Marketing Dept. research web address and follow instructions: <http://utsa-marketing.sona-systems.com/>.

You must first create an account, and this is done by clicking on “New Participant? Create new account here.” in the bottom left corner of the screen, at which point you will be asked for certain information. Please consider the following HINTS when providing this information:

- 1) Read CAREFULLY the hints on the page before providing your information.
- 2) Make SURE your e-mail address is spelled correctly (e.g., be absolutely sure you actually know your full UTSA e-mail address).
- 3) You can use an e-mail address other than your UTSA account. HOWEVER, be aware that many of the most popular e-mail accounts (e.g., Yahoo, Hotmail, etc.) have very aggressive spam filters that very often flag communications from me and the sign-up system (Sona Systems), and thus you may not get them. At the least, set your system specs to allow yourself to receive these messages.
- 4) Include a telephone number, if possible. This will be used only in the event we need to contact you regarding information you need to know immediately (e.g., that a study has been cancelled).
- 5) Once you provide information on this initial screen, your password will then be sent to the e-mail address you provided. This should occur very quickly (e.g., within a few minutes). If you have not received your password within 24 hrs., it may be because you provided an incorrect e-mail address. If that is the case, contact Ashley Arsena (ashley.arsena@gmail.com), who is in charge of administering the studies.
- 6) When you receive your password, it will be a random digit number. PLEASE log into the system with this password, but then IMMEDIATELY change it to something you can remember easily.

IV. OTHER HINTS (VERY IMPORTANT)

Please pay close attention to the following to avoid any problems:

- 1) If you have problems logging into the system from UTSA labs (e.g., you get a 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 specs regarding cookies activation. To solve this problem, use Mozilla Firefox as your browser instead.

2) Sign up for studies that fit your schedule as soon as they become available. Studies will be offered at various times (and fairly continuously) throughout the semester. However, if you wait until the last few weeks of the term (and your fellow students do the same thing), you may not have as many studies from which to choose. Thus, I highly encourage you to get your studies out of the way as soon as you can.

3) However, also remember that the number of spaces is limited, so studies may fill up very quickly when they are offered. But rest assured that you will have ample opportunity to sign up for your required number of studies, as long as you are diligent in signing up when the studies become available.

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. In addition, you require the professors to run additional sessions in order to get the required level of participation.

If you sign up for a study but then realize you cannot make it, it is very easy to cancel. Just log in and in the middle of the screen is a link for viewing or cancelling your current enrollment in a study. Of course, we realize that even under the best of circumstances, you may not be able to make a study without cancelling it. Thus, we give you two free “no-shows,” for appointments you scheduled but did not attend or cancel. After that, however, you will be barred for participation in future studies and thus will likely have to write the research papers to fulfill your research requirement.

5) **BE ON TIME!!!** This seems to cause the most problems each semester. You must realize that it is usually the case that once the study is started, it cannot be interrupted without contaminating the study. Thus, 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. It is also important that you understand that 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.

V. COMMUNICATING WITH YOU

We will be communicating with you via e-mail throughout the semester. This will entail

- a) announcements of new studies as they are posted (so you don't have to continually log on and monitor the website for study availability)
- b) notification of registration when you sign up for a study
- c) reminders (the day prior to the scheduled time) that your study is coming up
- d) notification of credit for a study (this should occur within 24 hrs. if it does not, contact Ashley Arsena (ashley.arsena@gmail.com)).

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

If you have problems, you should contact Ashley Arsena (ashley.arsena@gmail.com), (NOT your MKT 3013 professor) if you have any questions or problems with the research studies.

VI. INSTRUCTIONS FOR RESEARCH PAPERS

As stated in your syllabus, you may fulfill the marketing research requirement by writing a paper or participating in a research study. To receive full credit, you need to complete some combination of 3 studies or papers. Thus, you can do 3 studies and no papers, 2 studies and 1 paper, 1 study and 2 papers, and so forth.

The guidelines for your papers are as follows:

- 1) The papers represent articles or book chapters published by Marketing professors at UTSA. PDF files of these papers can be found on the Marketing Department Website (<http://business.utsa.edu/departments/mkt/>, under Subject Pool → Alternative Paper Assignments).
- 2) The papers should be approximately **2-3 pages** long, with 1” margins and a 12-point font or equivalent.
- 3) Your paper should consist of the following sections:
 - a. Introduction: Thorough summary of the topic of the article, its objectives, and its findings
 - b. Your critique of and opinion on the article and a discussion of its implications

Turning in your papers:

- a) First, if you have not done so, go to the Sona Systems website and create an account (<http://utsa-marketing.sona-systems.com/>). Click on the “request account here” link in the bottom left-hand corner. You must do this in order to have your credit recorded.
- b) Send your paper electronically to Ashley Arsena (ashley.arsena@gmail.com) in the form of a Word file. You should receive a credit acknowledgement within 48 hours. If you do not, contact Ashley Arsena.

DEADLINE FOR PAPERS

December 4th, 4 pm

Papers turned in after the deadline will not receive credit. Thus, if you are plan on turning in a paper, it is best to turn it in with plenty of time to spare to avoid unforeseen problems.