

Course Syllabus
Fayetteville State University
College of Business and Economics
Department of Marketing and Business Education

FSU Policy on Electronic Mail: Fayetteville State University provides to each student, free of charge, an electronic mail account (username@uncfsu.edu) that is easily accessible via the Internet. The university has established FSU email as the primary mode of correspondence between university officials and enrolled students. Inquiries and requests from students pertaining to academic records, grades, bills, financial aid, and other matters of a confidential nature must be submitted via FSU email. Inquiries or requests from personal email accounts are not assured a response. The university maintains open-use computer laboratories throughout the campus that can be used to access electronic mail.

Rules and regulations governing the use of FSU email may be found at <http://www.uncfsu.edu/PDFs/EmailPolicyFinal.pdf>

I. COURSE DESCRIPTION

The application of scientific methods of obtaining information to structuring marketing policies and techniques, with emphasis on the role of research in the solution of marketing problems.

Prerequisites: BADM 216 and MKTG 311.

NOTE: MKTG 311 requires prerequisites of the SBE Core Courses. See Section VI. A. below.

Requirements and Expectations

This is the course covers the concepts and practices of marketing research. As such, it requires extensive preparation to do well. You are required to read all assignments in advance, take written notes on your reading, take extensive notes about any lectures, use email to ask questions and engage in discussion, and provide ample time to study both sets of notes well in advance of your tests. Further, it is your responsibility to know when assignments are due and to verify any changes made in the course schedule. As most changes are announced in class, sent through email, and posted on the announcements page in the Course Blackboard Site, you should check these sources daily for any updates and/or changes in the schedule.

You are required to read this entire syllabus and the description of all assignments and expectations. **You MUST email me a statement** with the following statement **by Friday, Jan 14, 5pm:**

"I have read, understand and accept all the requirements for this course"

Marketing Research is **probably the most time-intensive** and perhaps **difficult course** in the marketing curriculum. You should

expect that the **time commitments for this course may be twice that of most other courses.** This cannot be helped – it is just the nature of the amount of information that must be covered in this course to provide you with a realistic understanding of how professional marketing research is conducted.

The chapters in the textbook are **LONG**. They are detailed and may at times seem overwhelming. To do well, you **MUST** allocate enough time to read the chapters and take **NOTES** on your reading. Simply reading or skimming the chapters will not be sufficient. Plan on spending more time on this class than any business class you have taken so far. Specifically, it may take you **2 hours to read each chapter** and another **30 minutes to 1 hour to take notes** on your reading.

Take special care to note when each assignment and reading is due. You **MUST** read each assignment **BEFORE** attending lectures. **The material is too detailed and complicated to simply “pick up” from lecture.** A **minimum of three exposures** is required to be **prepared** to work with the concepts as business tools. So, you must READ the material, take active notes on the lecture over the material, then discuss the material either in class or via email, then study your notes extensively in preparation for the exams (studying notes should entail 4-5 days of studying in advance of the exam, 1-2 hours per day minimum. See “How to Study” Handout)..

To do well in this course, you should allocate no less than 2 hours per week per class hour. **That means you should study this course at least 6 hours a week outside of class time.** **9 hours** a week outside of class would be better.

For group work is it up to you to make sure the group works as a team; YOU must figure out how the group will prepare and submit group work.

How to Communicate with Me

The best way to communicate with me is by email. Use email (and the digital drop box in Blackboard) to ask questions about the course and the assignments. You can also call me at the office but I have found that written communication via email works best in this environment. The important thing is that we do communicate.

Email ID Requirements

Due to the threat from viruses, I delete most email unopened and unread.

When you send me an email, **your subject line MUST contain the following information:**

Subject: Course Number, Section Number, Group Number (if applicable), Your Name, Reason for message.

Example: “MKTG 460 01, Group 1, Jones, Question on Chapter 1 Reading”.

If you are attaching a file for grading of an assignment, you must name the file name the same as the subject line.

Example:

File Name: “MKTG 460 01 Group 1, Jones CH02 Quiz”

Subject line: “MKTG 460 01 Group 1, Jones CH02 Quiz”

If your subject line does not follow the correct format, your email will be deleted UNREAD.

How to Communicate with Each Other

Besides email, Blackboard has a number of features for communicating with the other students in this class. Use them. Become familiar with the chat room and discussion board features of Blackboard. Each group will have its own discussion board features, which you might use to work on the required discussion questions that are due each week.

Academic Honesty

All students are expected to conduct themselves in accordance with the FSU Academic Regulations on Dishonesty in Academic Affairs, collective referred to in this class as the Honor Code. Any student who commits an academically dishonest act such as plagiarism, cheating on an exam, submitting the work of another person as her or his own, or any other action that threatens the integrity of the degree or the high standards maintained by the other students in the class will receive an “F” in the course and may be subject to dismissal from the FSU program.

Submission by the student of any work to be graded, including projects, reports, and examinations carries with it the explicit

agreement by the student to adhere to the FSU Academic Regulations on Dishonesty and sworn acceptance of the following statement: "I have neither given or received unauthorized aid on this assignment."

Note: All written assignments are subjected to an online search engine that identifies matches between text submitted and online sources.

Late Work

No late work is accepted. If you fail to turn in an assignment on time you will receive a **zero** on that assignment.

Exams

All exams must be taken on time. **Closed book, no notes, no help. All exams must be taken from memory.** All exams are given via online format in Blackboard. Please be careful.

If you crash the exam and you still have an Internet connection, you may close all Browsers, then open a new one, and re-enter the exam. You may then finish in the time allowed, but you will pick up where you left off – the timer continues to run.

If you crash the exam because you did not use the interface correctly, you will not be allowed to re-take the exam.

If a 3rd party, such as your ISP or Blackboard tech support, verifies in writing directly to me (it cannot be forwarded from you) that a crashed exam was due to interrupted service, you will be allowed to take the exam again. If you have problems, please contact tech support for Blackboard or the administrator of your ISP or other internet connection. It is up to each student to ensure that he or she as a good internet access – the Internet is NOT controlled by FSU.

Missed Exams

If you have missed an exam, you will receive a zero on the exam.

However, if you miss an exam or exams during the semester, you may use the comprehensive exam during the final exam period as scheduled for this class and your grade on the comprehensive final will replace the zero you received on the missed exam or exams.

Please note that doing well on the comprehensive exam is harder than doing well on a class exam. So use this provision only if you have to.

If you are scheduled to miss class due to participation in a university sanction event, make arrangements with me to let you take an exam EARLY, before you leave for the event.

Extra Credit

There is no extra credit option in this course. There are BONUS POINTS that can be earned as indicated below.

Attendance

Attendance at all lectures and class meetings is expected. A record of attendance will be kept, and attendance will affect your course participation grade. **In general, for every week of class missed, your participation grade will be automatically lowered at least one full grade point.** If you miss a class or classes, it is up to you to obtain the information covered in the class from another student or from supplemental material provided in Blackboard. **The professor will not cover the material for you from any class you did not attend, for any reason.** You should get notes from another student (see next paragraph).

Lecture, Participation and Note-Taking

All students should take extensive notes on in-class lectures. **The objective of note taking is to create a transcript of everything that was said in lecture**, either by the professor, a student asking a question, or other information as conveyed.

Students should realize that taking extensive notes is a form of learning. In particular, the active learning act of hearing and seeing information in one medium (such as spoken lecture or visuals on slides), then translating that information to another medium (notes) is extremely helpful in learning course concepts.

Studying notes so as to “re-create” the experience of lecture is also a process of rehearsal and translation. Your objective when studying your class notes is to “attend” the lecture again (and, perhaps, again and again) so as to practice or rehearse the information.

You should combine this approach to lecture note taking and studying with the information on the “How To Study” handout provided on the course website.

A student taking copious notes of a lecture is participating more than a student who does not take extensive notes. A student who does not take notes at all is considered as **not** participating in the lecture.

Group Work Policy and Firing a Group Member

The group leader is responsible for submitting all group work to the instructor. All work submitted should be in MS Word format and sent as an email attachment.

Organization, maintenance, and enforcement of group work policy is entirely up to the members of the group. You **must** create **formal, written** responsibilities for each member (a job description) and designate a group leader, president, or CEO. You may choose to designate other officials as well, such as a director of research, a vice president, or any and all positions you deem necessary. You should also clearly identify the written rules your group will follow regarding submission of work to the group leader prior to the due dates and who will be responsible for what part or part(s) of each project. For members to receive credit on an assignment, the names of all contributors must be in the header of a word file or on the cover page of a PowerPoint file. If a group member's name is omitted due to non-contribution, the group leader must document that fact and include it in an email submission of the assignment. The group should also cc that email to the excluded group member.

All group members are expected to contribute to the group's overall performance. Any group member who fails to meet the formal, written rules of the group can be "fired" or deleted from the group, provided all remaining group members agree. If a group must fire one or more members, the following professional, written process **MUST** be followed. Do not make any personal comments nor confront the group member subject to action in any way. Simply complete a one-sentence statement of fact that a deadline was missed (do not discuss why or how others feel about it).

Procedure for Firing a Group Member

A group member can be fired upon the third failure to meet a group work deadline. A deadline can be written work, such as an answer to a set of group discussion questions, or it can be ANY group-designated activity, such as a meeting or an online exchange. I **STRONGLY** encourage you to set early and frequent work deadlines and/or group meetings of **NO SIGNIFICANCE** to establish if there are any problems that must be fixed. To fire a group member, the group must:

- Send the group member a notice missed group for a first missed deadline (cc: the instructor). This notice should be an email message and include the names of all contributing group members (if two or more group members fail to contribute, the remaining contributing members may send the same email to all offending group members).
- Send the group member a notice missed group for a second missed deadline (cc: the instructor; same format as above).
- Upon a third missed deadline, the group may simply send a notice of termination (cc: the instructor; same format as above).

Any member “fired” from a group will be placed in a new group of other fired members. Those students may choose to work together on the remaining group projects or they may complete all remaining group assignments individually.

Technology Requirements for This Course

This course in the business curriculum assumes prior competence in standard business software tools.

SPECIAL NOTE: THE PROFESSOR IN THIS COURSE WILL NOT PROVIDE INSTRUCTION OR TECHNICAL SUPPORT FOR ANY OF THE ASSUMED SOFTWARE COMPETENCIES. THE COURSE ASSUMES YOU ALREADY HAVE A DEMONSTRATED COMPETENCE IN EACH OF THE SOFTWARE ITEMS LISTED BELOW.

Your participation in the course assumes you are competent in the use of the following.

Blackboard Interface. Your local institution is responsible for training you in the use of blackboard. You should be familiar with ALL aspect of blackboard, including the use of mailing lists, digital drop boxes, and how to use communication tools to send and receive assignments and group work to the professor and to other class members as needed.

The Internet. You must capable of using the Internet, especially for purposes of getting course-related information from the web page of the textbook hosted by the publisher. The professor may also send you email updates requiring that you visit selected web sites as part of the participation portion of the course.

Email Services. You must be proficient in sending and receiving email, including the use of attachments. All class assignments to be

“handed-in” must be sent as email attachments and saved in the appropriate software file format.

Microsoft Office Professional 2007. You are expected to be competent in the use of Microsoft Office Professional (2000 or higher) and to have access to all its programs, either on your hard drive or on a network server. Command of MS Office Professional is necessary because all work submitted for grade must be in Word, Excel, or PowerPoint format and submitted electronically.

II. Disabled **Student Services:** In accordance with Section 504 of the 1973 Rehabilitation Act and the Americans with Disabilities Act (ACA) of 1990, if you have a disability or think you have a disability to please contact the Center for Personal Development in the Spaulding Building, Room 155 (1st Floor); 910-672-1203.

III. TEXTBOOK

Hair, Bush, and Ortinau (2008). *Essentials of Marketing Research*. McGraw-Hill Irwin.

ISBN-10#: 0-07-338102-0.

ISBN-13#: 978-0-07-338102-2.

IV. STUDENT LEARNING OUTCOMES

Upon completion of this course, students will be able to:

(1) Describe the market research process and the steps necessary to implement it.

(2) Identify the key ethical issues that pertain to market research.

(3) Distinguish between Primary and Secondary data.

(4) Distinguish between correlational and causal research designs.

(5) Use on-line market research resources.

(6) Demonstrate the ability to construct a survey questionnaire.

(7) Differentiate among the most common sampling procedures.

(8) Use the SPSS Software to identify, analyze and evaluate data.

(9) Complete a professional market research report.

V. COURSE REQUIREMENTS AND EVALUATIVE CRITERIA

a. Grading Scale and Course Pre-requisites

As required by the University, the grading scale for this course is the following:

90%-100%	A
80%-89.9%	B
70%-79.9%	C
60%-69.9%	D
<60%	F

Requirements to be met PRIOR to taking this course:

- **You must have completed the lower division core courses.**
- **You must have completed BADM 216.**
- **You must have completed MKTG 311, Principles of Marketing.**
- **You must be at least a junior in academic standing.**

ANY and ALL Students who do not meet the requirements for the course above will be dropped from the course immediately.

b. Attendance. Attendance is expected. Attendance, note taking, and contribution to lecture are graded assignments.

c. Grade Assignments and;

d. The Value of Each Assignment

- Exams.** 60%. Individual. Four exams at 150 points each. Closed book, timed exams. Honor code.
- Quizzes.** 10%. Individual. 10 quizzes @ 10 Points each. Quizzes are open book, maybe taken 5 times, grade is average of all attempts.
- SPSS Tutorial.** 10%. Group. 5 Tutorials @ 20 Points each.
- SPSS Tutorial 1: ANOVA thru COMPARE MEANS (pp. 38-39).
 - SPSS Tutorial 2: CHI-SQUARE thru DISCRIMINANT ANALYSIS with CLUSTER ANALYSIS (p. 40).
 - SPSS Tutorial 3: FACTOR ANALYSIS thru MULTIPLE REGRESSION (pp. 40-41).
 - SPSS Tutorial 4: MULTIPLE REGRESSION WITH FACTOR ANALYSIS thru RANGE, STANDARD DEVIATION, and VARIANCE(pp. 41-42).
 - SPSS Tutorial 5: SAMPLE SUBGROUPS thru UNIVARIATE HYPOTHESIS TEST (pp. 42-43).
- Term Project.** 15%. Group: Client project or analysis of data, TBA.
- 10% Written.
 - 5% PowerPoint presentation.
- Syllabus.** 1.5 % Individual.
- Attendance.** 3.5% Individual.
- Final Exam.** 100 POINTS. Replace missed work (as a percentage) or BONUS POINTS (students cannot use the final exam both to replace missed work and earn bonus points).

Assignment	Points Possible
Exams 1-4	150 points each = 600 Total
Chapter Quizzes	10 points each = 100
SPSS Tutorial 1	20 points
SPSS Tutorial 2	20 points
SPSS Tutorial 3	20 points
SPSS Tutorial 4	20 points
SPSS Tutorial 5	20 points
Term Project Written Plan	100 points

Term Project Class Presentation	50 points
Syllabus Acceptance Statement	15
Participation (Attendance, Note Taking, Verbal Contribution to Lecture)	35
Final Exam	100 Replace Missed Exams or BONUS POINTS.

e. **Policy on Missed or Late Assignments.** No late work is accepted. Missed work is counted as a zero until the final exam is recorded. The percentage correct on the final exam will be multiplied times the points available on missed work and that product will become the point value used to replace the zero. This applies only to missed exams: other missed work cannot be made up.

f.

Your grade in the course is determined by dividing your total points by 1000. It is ***possible to EARN up to 100 bonus points*** (up to 1100 total points). Bonus points offer the potential to improve your final grade by a full grade point. ***Determining your grade at any point during the course is a simple calculation – do not ask the professor to do it for you.***

Note: There is no “rounding” of grades. Your grade must be within the range established above. That is, if you get a 79.9 average in the course, you will get a C, not a B.

VI. **Academic Support Resources.** Course support, documents, syllabus, online exams are available online at the Blackboard Course Site. Students enrolled in this class are automatically enrolled in the Blackboard course site.

VII. COURSE OUTLINE AND ASSIGNMENT SCHEDULE

Make a note of all key assignment deadlines and place them in your online calendars NOW. Note that all exams are scheduled on a Tuesday. This means you have all weekend to study for an exam. You are strongly advised to study key term flashcards five times a day Friday through Monday before an exam. See the “How to Study” handout under Course Documents.

Do not wait until the day before the exam to begin studying.

	<p>Assignment to Term Work Groups [?]</p> <p><i>End of Week Homework Due by 5pm Friday, Jan 21:</i></p> <ul style="list-style-type: none"> <i>Quiz for Chapter 2</i>
<p>Week 3</p> <p>Jan 25, Tue</p> <p>Jan 27, Thu</p>	<p>Lecture Chapter 3 READ BEFORE CLASS: Chapter 3</p> <p>Lecture, Chapter 3, cont.</p> <p><i>End of Week Homework Due by 5pm Friday, Jan 28:</i></p> <ul style="list-style-type: none"> <i>Quiz for Chapter 3</i> <p><i><<Begin Studying for Exam 1>></i></p>
<p>Week 4</p> <p>Feb 1, Tue</p> <p>Feb 3, Thu</p>	<p>Exam 1. Chapters 1-3.</p> <p>Lecture Chapter 4 READ BEFORE CLASS: Chapter 4</p>
<p>Week 5</p> <p>Feb 8, Tue</p> <p>Feb 10, Thu</p>	<p>Lecture, Lecture/Discussion Chapter 4, cont.</p> <p>SPSS: Introduction and Overview</p> <p><i>End of Week Homework Due by 5pm Friday, Feb 11:</i></p> <ul style="list-style-type: none"> <i>Quiz for Chapter 4</i>
<p>Week 6</p> <p>Feb 15, Tue</p>	<p>Group Work Day: SPSS</p> <ul style="list-style-type: none"> SPSS Tutorial 1: ANOVA thru COMPARE MEANS

<p>Feb 17, Thu</p>	<p>(Handout, pp. 38-39).</p> <p>Group Work Day: SPSS</p> <ul style="list-style-type: none"> • SPSS Tutorial 2: CHI-SQUARE thru DISCRIMINANT ANALYSIS with CLUSTER ANALYSIS (p. 40). <p>End of Week Homework Due by 5 pm Friday, Feb 18:</p> <ul style="list-style-type: none"> • Email SPSS Tutorial 1 and 2 Output Files
<p>Week 7</p> <p>Feb 22, Tue</p> <p>Feb 24, Thu</p>	<p>Lecture Chapter 5 READ BEFORE CLASS: Chapter 5 Lecture, Lecture/Discussion Chapter 5</p> <p>Lecture Chapter 6 READ BEFORE CLASS: Chapter 6</p> <p>End of Week Homework Due by 5pm Friday, Feb 25:</p> <ul style="list-style-type: none"> • Quiz for Chapter 5 and Chapter 6 <p><<Begin Studying for Exam 2>></p>
<p>Week 8</p> <p>Mar 1, Tue</p> <p>Mar 3, Thu</p>	<p>Exam 2. Chapters 4-6.</p> <p>Lecture Chapter 7 READ BEFORE CLASS: Chapter 7</p> <p>End of Week Homework Due by 5pm Friday, Mar 4:</p> <ul style="list-style-type: none"> • Quiz for Chapter 7
<p>Week 9</p> <p>Mar 8, Tue</p> <p>Mar 10, Thu</p>	<p>NO CLASS – SPRING BREAK</p>
<p>Week 10</p> <p>Mar 15, Tue</p>	<p>Lecture Chapter 8</p>

<p>Mar 17, Thu</p>	<p>READ BEFORE CLASS: Chapter 8</p> <p>Lecture Chapter 9 READ BEFORE CLASS: Chapter 9</p> <p>End of Week Homework Due by 5pm Friday, Mar 18:</p> <ul style="list-style-type: none"> Quiz for Chapter 8 and Chapter 9 <p><<Begin Studying for Exam 3>></p>
<p>Week 11</p> <p>Mar 22, Tue</p> <p>Mar 24, Thu</p>	<p>Exam 3. Chapters 7-9</p> <p>Group Work Day: SPSS</p> <ul style="list-style-type: none"> SPSS Tutorial 3: FACTOR ANALYSIS thru MULTIPLE REGRESSION (pp. 40-41). <p>End of Week Homework Due by 5pm Friday, Mar 25:</p> <ul style="list-style-type: none"> Email SPSS Tutorial 3 Output File
<p>Week 12</p> <p>Mar 29, Tue</p> <p>Mar 31, Thu</p>	<p>Lecture Chapter 10 READ BEFORE CLASS: Chapter 10</p> <p>Lecture Chapter 10, cont.</p> <p>End of Week Homework Due by 5pm Friday, Apr 1:</p> <ul style="list-style-type: none"> Quiz for Chapter 10
<p>Week 13</p> <p>Apr 05, Tue</p> <p>Apr 07, Thu</p>	<p>Lecture Chapter 11 READ BEFORE CLASS: Chapter 11</p> <p>Group Work Day: SPSS</p> <p>SPSS Tutorial 4: MULTIPLE REGRESSION</p> <ul style="list-style-type: none"> WITH FACTOR ANALYSIS thru RANGE,

	<p>STANDARD DEVIATION, and VARIANCE(pp. 41-42).</p> <p><i>End of Week Homework Due by 5pm Friday, Apr 08:</i></p> <ul style="list-style-type: none"> • Quiz for Chapter 11 • Email SPSS Tutorial 4 Output File
<p>Week 14</p> <p>Apr 12, Tue</p> <p>Apr 14, Thu</p>	<p>Lecture Chapter 12 READ BEFORE CLASS: Chapter 12</p> <p>Group Work Day: SPSS</p> <ul style="list-style-type: none"> • SPSS Tutorial 5: SAMPLE SUBGROUPS thru UNIVARIATE HYPOTHESIS TEST (pp. 42-43). <p>Handout: Term Project Now Available in Course Documents</p> <p><i>End of Week Homework Due by 5pm Friday, Apr 15:</i></p> <ul style="list-style-type: none"> • Email SPSS Tutorial 5 Output File <p><<Begin Studying for Exam 4>></p>
<p>Week 15</p> <p>Apr 19, Tue</p> <p>Apr 21, Thu</p>	<p>Exam 4. Chapters 10-12.</p> <p><i>Group Work Day, Work on Final Project</i></p> <p><u>Graduating Seniors MUST Schedule Early Final Exam This Week! Email to sign up. Graduating Seniors only Final Exam is Apr 26 during classtime. Online Final.</u></p>
<p>Week 16</p> <p>Apr 26, Tue</p> <p>Apr 28, Thu</p>	<p><u>**Graduating Seniors MUST Take Early Final Exam This Week! Email to sign up. Graduating Seniors only Final Exam is Apr 26 during classtime. Online Final.</u></p> <p>Senior Exams Online During Class</p> <p>All Groups Hand-in Term Project</p>
Week 17	

	<p>Final Exam Week Final Exam Thursday, May 05 2011, 8 -950am. Online</p> <p><i>Attendance at Final Examination is Required.</i></p> <p><u>Students Failing to take Final Examination as Scheduled Will Receive an "F" in the Course.</u></p>
	Commencement, Saturday May 07 2011 as Scheduled

VIII. TEACHING STRATEGIES

The primary teaching strategy for this class is in-class lecture. The professor will provide lectures on each topic and assignment.

The lecture-based strategy for this course will be supplemented by use of in-class lecture/discussion, web-enhancements to lecture available to the student via the Blackboard Course Site for this course, use of appropriate business related software specific to the course, and use of case video information as appropriate to help illustrate key concepts.

When the typical course schedule is interrupted by holidays and/or university events, lecture will be the primary means for keeping the course on schedule.

IX. BIBLIOGRAPHY. In addition to the textbook and the SPSS software package, the following references may be useful:

Online calculators: <http://www.dinkytown.net/>.

Sample size calculator: <http://www.surveysystem.com/sscalc.htm>.

Key for Smartforce Modules

Smartforce A: <http://smartforce.uncfsu.edu/>

Microsoft Office: Beginning Powerpoint

1. Creating Presentations

Smartforce B: <http://smartforce.uncfsu.edu/>

Microsoft Office: Beginning Powerpoint

2. Modifying Presentations

Smartforce C: <http://smartforce.uncfsu.edu/>

Microsoft Office: Beginning Powerpoint

4. Output

Smartforce D: <http://smartforce.uncfsu.edu/>

Statistics, Probability Distributions

1. Probability and Statistical Inference

Smartforce E: <http://smartforce.uncfsu.edu/>

Statistics, Probability Distributions

2. Properties of Random Variables

Smartforce F: <http://smartforce.uncfsu.edu/>

Statistics, Probability Distributions

4. Normal Distributions

Smartforce G: <http://smartforce.uncfsu.edu/>

Statistics, Probability Distributions

4. Normal Distributions

Smartforce H: <http://smartforce.uncfsu.edu/>

Statistics, Sampling and Statistical Inference

1. Sampling Defined

Smartforce I: <http://smartforce.uncfsu.edu/>

Statistics, Sampling and Statistical Inference

2. Sampling Distributions

Smartforce J: <http://smartforce.uncfsu.edu/>

Statistics, Sampling and Statistical Inference

3. Confidence Interval for a Proportion

Smartforce K: <http://smartforce.uncfsu.edu/>

Statistics, Sampling and Statistical Inference

3. Confidence Interval for a Mean

Smartforce L: <http://smartforce.uncfsu.edu/>

Statistics, Hypothesis Tests

1. Introduction to Hypothesis Tests

Smartforce M: <http://smartforce.uncfsu.edu/>

Statistics, Hypothesis Tests

2. Tests For a Mean

Smartforce N: <http://smartforce.uncfsu.edu/>

Statistics, Hypothesis Tests

3. Two Applications of Hypothesis Testing