

# **Department of Marketing Subject Recruitment Policies & Procedures for MKTG 301 (Introduction to Marketing Management)**

These policies and procedures apply to the recruitment of research subjects through the Department of Marketing at Drexel University from amongst the student body, our electronic presences, our laboratories, or lecture halls. Research protocols that have not been fully approved by the Drexel Institutional Review Board are not eligible for recruiting participants from Marketing Department courses. Approval to recruit does not convey any endorsement on the part of the Department of Marketing.

## **General Policies and Procedures**

### **Ethics**

All research conducted in the Department of Marketing at Drexel University in marketing courses or through e-learning, the web or other access vehicles involving our students, faculty, or staff requires adherence to the ethical guidelines of the American Psychological Association and the full approval of the Institutional Review Board (IRB) of Drexel University.

### **Instructor Discretion**

All recruitment from Marketing 301 courses is at the exclusive convenience of the Course Instructors in all respects which includes any requirements that may be set for: extra credit, record keeping, scheduling or any other condition which they, or these policies and procedures, may require.

### **Required Departmental Approvals**

All recruiting requires the documented approval of the Course Instructor and the Department Head. An information sheet containing project information and approvals must be on file in the Department Office. Approvals are not automatic and require approvals from both the IRB at Drexel University, the Course Instructor, and the Department Head. In the absence of any specific rationale to the contrary, recruiting will be preferentially directed to day sections of Marketing 301 (see below).

### **Extra Credit**

The protocol and Course Instructor may approve the awarding of extra credit for research participation. Department policies and procedures require this to be uniformly awarded across all sections in the Department under the following rates and conditions. Each half-hour of participation may earn half (0.5%) extra credit percentage point over the entire course. The maximum extra credit that may be earned is 2 percentage points. Research that requires more than two hours of participation shall only offer the maximum of 2 extra credit percentage points. Extended research across terms may offer up to 2 credits per term. Depending upon research protocols (submitted by the researcher and approved by Drexel's Office of Regulatory Research Compliance) students who elect not to participate in research studies may be provided an opportunity to obtain extra credit in other ways while the study is still in progress. To avail such an alternative students need to contact the Principal Investigator (researcher) and seek details on such alternatives. Credit for participation shall be recorded in full at the time a subject shows up. All research protocols offering extra credit must return a complete student/credit list to the Course Instructor by the final week of classes in that term. Extra credit cannot elevate a grade above 100%.

## **Recruitment**

Classroom recruitment usually consists of a presentation by the Principal Investigator or a member of the research team, and includes a handout with approved contact information, schedules, and research details. Instructors are not allowed to recruit students from their own class(es) nor promote participation in certain studies where they may or may not be Principal Investigator /co-Principal Investigator. Neither the Marketing Department nor the Course Instructor is responsible for scheduling, directions, or any other form of subject contact. Such information however may be made available to subjects using online media approved by the marketing department faculty or expressly by the department head. All recruitment for the studies will be done using the SONA system and requires the approval of the SONA coordinator in the Department of Marketing. Approvals are not automatic.

## **Access by Extra-Departmental Researchers**

The Department of Marketing provides research experiences for its students primarily as a pedagogical opportunity and not as a pool for general research. As such, research protocols that are primarily marketing in nature and involve basic research in the domain of marketing are afforded preference. No company sponsored research that tests the effects of marketing campaigns on students for commercial benefit to the sponsors will be acceptable. Extra-departmental researchers with an approved Drexel University IRB protocol may petition the Department Head for permission to approach a Course Instructor with a research proposal. Interests of marketing department faculty and its current graduate students will be given priority.

## **Adjudication and Appeals**

Students who are not able to resolve disagreements regarding extra credit or research participation at the Instructor level may appeal to the Department Head as is normally provided by usual academic procedures.

If Departmental permission for an apparently otherwise complete protocol is withheld by the Head of Department, or in the case of a conflict of interest, may appeal to the Associate Dean of Research. Under no circumstances is there an appeal to overturn the decision of an individual Course Instructor not to allow recruiting of participants from his or her own course.

# **Marketing 301**

The Department of Marketing Subject Recruitment Policies and Procedures are to be included in documentation made available to all sections of MKTG 301.

## **Research Extra Credit Policy**

As an important means for understanding and experiencing ethical psychological research, students in the Introduction to Marketing Management course (MKTG 301) MAY be provided with the opportunity to voluntarily participate in formal research projects outside of the classroom. This experience affords students the potential for insight into consumption behavior and an appreciation of research methodologies and techniques used in marketing research.

Only research protocols that have been reviewed by the appropriate Drexel University IRB will be approved. The ONLY way you will be initially contacted is in class. Since opportunities may vary from term to term, participation will be awarded "extra credit" only and will generally be available equally across all participating sections. Up to 2% of the course grade can be derived from extra credit for participation in research experiments or equivalent alternatives. The total value of credit earned cannot allow the course grade to

exceed 100%. The opportunity to earn this extra will be available only if such research experiments are being conducted by researchers at Drexel University. It is therefore not guaranteed.

Approved by Marketing Department Faculty Meeting Winter 2006 Revised : Spring 2010; Revised Fall 2011



# Department of Marketing Subject Recruitment Information & Approvals

Title of Study \_\_\_\_\_ Date \_\_\_\_\_

Description of study (2 sentences maximum)

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Principle Investigator \_\_\_\_\_ e-mail \_\_\_\_\_

Primary Contact Person \_\_\_\_\_ Phone \_\_\_\_\_ e-mail \_\_\_\_\_

(The above information will be posted in the Sona system for dissemination to subjects)

Participant Time Required (in half-hour blocks: Indicates sample size for the study) \_\_\_\_\_

Recruitment of subjects requires the following information and pre-approvals:

1. Drexel IRB protocol number: \_\_\_\_\_

Other IRB \_\_\_\_\_ protocol number: \_\_\_\_\_

2. Indicate EACH individual section and have the Course Instructor sign-off where recruitment will take place. This portion must be amended or appended as needed. Indicate ALL sections where the instructor has agreed that "extra credit" will be offered for participation.

Term \_\_\_\_\_ Course \_\_\_\_\_ Section# \_\_\_\_\_ Instructor \_\_\_\_\_ Extra Credit \_\_\_\_\_

Term \_\_\_\_\_ Course \_\_\_\_\_ Section# \_\_\_\_\_ Instructor \_\_\_\_\_ Extra Credit \_\_\_\_\_

Term \_\_\_\_\_ Course \_\_\_\_\_ Section# \_\_\_\_\_ Instructor \_\_\_\_\_ Extra Credit \_\_\_\_\_

Term \_\_\_\_\_ Course \_\_\_\_\_ Section# \_\_\_\_\_ Instructor \_\_\_\_\_ Extra Credit \_\_\_\_\_

The above information will be available at <http://drexel-lebow.sona-systems.com/>

All arrangements regarding recruiting, record keeping, use of extra credit, alternatives, and debriefing are made with the direction and consent of the Course Instructor.