A GUIDE TO COMPLETING THE RESEARCH EXPERIENCE PROGRAM

As part of your course, you must complete 3 units of “research experience” in for 3% of your MKT 300 course grade. This research experience is intended to introduce you to the wide variety of research being conducted in the Gatton College of Business & Economics at the University of Kentucky. We believe that you will become acquainted with professors and graduate students who are actively contributing new findings to the field of business. We expect that you will learn about how business research is conducted.

To complete the research experience requirement, you will need to complete 3 units in any combination of the following activities:

1) Serve as a research participant in one or more ongoing research projects

2) Read and write a report covering an assigned research article

In all, you must earn three units of research experience to receive 3% of your grade in MKT 300. If there are enough studies taking place, you may earn all of these units by volunteering as a participant. However, if there is a shortage of studies, or if your schedule makes it impossible for you to attend sessions, or if you are uncomfortable with the prospect of participating in research for any reason, you can fulfill the course requirement by writing research report(s) completing a total of 3 units of credit.

If you are enrolled in more the one course with the REP component (e.g., MKT 300, FIN 300, or MGT 301), you only have to complete 5 REP credits between the courses, instead of 6 or 9. To receive these credits, students enrolled in more than one of these courses after the last day to withdraw (October 26th) will receive about how to award the additional REP credits.

HOW TO EARN CREDIT AS A RESEARCH PARTICIPANT

INSTRUCTIONS

1) To create an account, go to: http://gattonuky.sona-systems.com. Click on “Request an Account Here” underneath the “New Participant?” heading. Notice that you will be required to enter personal information in order to create an account. For “User ID” you may select any User ID that you would like to have,
assuming it has not already been taken, and we recommend that you select a user ID that you will easily remember.

After entering the required information, a password will be automatically sent to the email that you listed. Please remove any email restrictions (e.g., SPAM blockers) or enable receiving email from http://gattonuky.sona-systems.com before submitting for a password/account authorization to make sure that the password/authorization email is not blocked. Again, we STRONGLY recommend that you use your UK email account.

Information about forthcoming studies is provided under the “Study Sign-Up” section within your account. You will also receive an email each time a new study is posted.

2) Studies will become available on **Monday, August 31**\(^{\text{th}}\). Studies will be conducted both in-person (in the Gatton Behavioral Research Lab) and online (on your own device). All studies are conducted on a first-come, first-served basis.

   A. For in-person studies (conducted within the Gatton Behavioral Lab), please arrive at the scheduled study a few minutes ahead of time. Many studies are conducted in groups, and it is critical that all members of a group are available to begin the session at the same time. Being even one minute late may disqualify you from participating.

   B. Although online studies can be taken at any time, they should be completed when you sign-up for the study through the SONA system.

   C. Studies will vary in their time requirements and corresponding REP units. Students participating in an hour-long study (typically performed in-person in the Gatton Behavioral Lab) will earn 1 REP unit. Students participating in a half-hour study (typically conducted online) will receive .5 REP units.

3) If you must miss a study, notify the person running the study at least 24 hours in advance. Do not forget to take down the person’s name and number at the time you sign up; if you do not have this information, no one will be able to find it for you later. If you cannot reach the study administrator directly, you should email GattonREP@uky.edu. Be sure to include the name of your study, the name of the administrator, and your appointment in your email.

4) If you have questions in general, contact GattonREP@uky.edu and someone will get back to you.
IMPORTANT DATES AND DEADLINES:

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<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>Immediately</td>
<td>Signup for an account now: <a href="http://gattonuky.sona-systems.com">http://gattonuky.sona-systems.com</a></td>
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<tr>
<td>August 31th</td>
<td>Initial study will be made available</td>
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<tr>
<td>October 27th</td>
<td>REP credit(s) available for students registered in more than one REP course/section this semester.</td>
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<tr>
<td>November 20th</td>
<td>Last day to turn in research paper to <a href="mailto:GattonREP@uky.edu">GattonREP@uky.edu</a></td>
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<tr>
<td>November 20th</td>
<td>Last day to participate in a study</td>
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<tr>
<td>November 24th</td>
<td>Deadline for resolving all REP credit issues</td>
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PERSONAL RECORD OF APPOINTMENTS

Please save e-mails that are sent to you that contain information about your registration, sign up, cancellations and other information, otherwise it will be difficult to assist you. If you find that there is a problem at the end study or at the point in the semester, or have a question about specific credits or studies, please email contact GattonREP@uky.edu and someone will get back to you. contact GattonREP@uky.edu and someone will get back to you.

HOW TO EARN REP CREDIT BY REVIEWING RESEARCH ARTICLES

One unit of research credit is awarded for a written summary. When completing this assignment, you should anticipate spending approximately one hour reading and writing a summary about the article you choose.

If you are having trouble scheduling studies in which to participate by midterm or later, we encourage you to fulfill your remaining research experience requirements by reading articles. Article summaries will be turned in through the REP assignment in you MKT 300 course canvas shell. All article summaries are be evaluated periodically throughout the semester. Please note: this is not an automated system. The articles are not processed the moment you submit them, so please be patient as the summaries are being read/evaluated and the credit is being processed. While we will gladly accept article summaries throughout the semester, your account will not be credited until the end of the semester as a result of the completion assessment.

The approved articles for this semester are listed below. All of these articles are available via the electronic journals link off of the Young Library Website. If necessary, librarians and support staff are available at the Young Library help desk to guide you with using electronic journals. Or, you can contact the library help desk at (859) 257-0500.


Write a two-page review of the article you read, including the following:

a) Objectives
b) Methodology
c) Summary of research results
d) Managerial implications of the research
e) Relate the research results/implications to your own behavior or to a company

The paper must use **12-point font** with standard **1-inch margins**. Either double or single spacing is acceptable as long as you can achieve the above requirements for the review.

The article summary must be completed (i.e., uploaded via the assignment in your course’s canvas site). This file must be named: your last name, followed by first initial, middle initial (if available), and number of alternative research paper that the document represents. For example, if Jane Marie Doe hands in the first paper she wrote to fulfill her research option her file would be named doejm1. If you have any question about completing an article summary, please email: GattonREP@uky.edu.

Due date: This alternative research assignment is due no later than **Tuesday, November 24th**. Your report must be turned in on canvas by this date or you will not receive credit for your participation. Late papers cannot be accepted for credit after this due date. On the body of your report (i.e. not the file name) indicate your name, student ID number, your course/section, and the title of the article you are summarizing to receive your REP unit.