

BUSI 3207A – Marketing Research – Winter 2026

Class time: Thursday 11:35 AM to 2:25 PM (first class is Jan. 8)

Course website: Brightspace

Instructor: Ernest Kwan, ernest.kwan@carleton.ca

Office hours: TBA

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COURSE DESCRIPTION FROM UNDERGRADUATE CALENDAR

Concepts essential for understanding and conducting applied marketing research. Methods for collecting, analyzing, and interpreting data relevant to marketing decision-making. Experience in research techniques through case studies, exercises and project.

COURSE PREREQUISITES

The prerequisites for this course are BUSI 2204 or BUSI 2208 (with a grade of C or higher in each); STAT 2601 or STAT 2606 (with a grade of C- or higher in each). Precludes additional credit for BUSI 3100. **The School of Business enforces all prerequisites.**

This course is a prerequisite to BUSI 4208 (with a grade of C or higher)

COURSE OBJECTIVES

- 1) Develop skills to analyze marketing problems or opportunities and to translate them into research questions
- 2) Learn primary and secondary sources of marketing research information
- 3) Develop competency in qualitative and quantitative analyses and to utilize research results to aid management decision making
- 4) Gain experience to apply research concepts and techniques to a real-life marketing problem or opportunity
- 5) Develop skills to evaluate marketing research
- 6) Develop skills to recognize flawed or misleading statistics

COURSE FORMAT

The classes incorporate lectures and discussions. Lecture notes and additional handouts are made available throughout the term. Brightspace is used for distribution of material and grades. Email is the fastest ways of reaching Ernest outside class.

Modality: In-person lectures

DROP COURSE POLICY

The deadline for academic withdrawal follows the dates prescribed by Carleton University:
<https://calendar.carleton.ca/academicyear/>

The deadline to drop this course with full fee adjustment is January 31st, 2025. The last day to withdraw from full winter courses is March 15th, 2025.

REQUIRED TEXTBOOK

B. J. Babin (2019) Essentials of Marketing Research, 7th ed. (ISBN: 9780357702574).
This is a digital textbook (<https://shorturl.at/cHUew>).

EVALUATION

Individual work	
Participation (in-class quizzes)	8%
SPSS quiz	6%
Test 1	23%
Test 2	23%
Group work (research project)	
Report	35%
Presentation	5%

1. Attendance and in-class quizzes

Students should attend all classes. Topics build on each other on a weekly basis, any missed class is detrimental to understanding new material. If a student cannot attend class, the student is responsible for obtaining any missed information. Do not assume that a recording of the missed class will be available; an absence, for any reason, is not entitlement to a recording of the missed class. To be fair to other students, no class time or office time will be used to re-present the missed information. Also note that attendance is mandatory during group presentations.

There is a quiz in each class, unless there is a test or presentation. Each quiz pertains to information from the corresponding class. These quizzes are open book. Do the quizzes individually. Only students who attend a class are eligible to write the corresponding quiz. Your performance on these quizzes is to assess your class participation.

2. Research Project

The research project consists of a report and a presentation. The project will introduce to you the following aspects of the marketing research process:

- a) Identifying a research problem or opportunity
- b) Conducting secondary data research and exploratory qualitative analysis
- c) Developing research objectives and hypotheses
- d) Designing surveys to obtain the necessary information
- e) Collecting, coding, and analyzing data
- f) Writing a report and presenting research findings

The detailed guideline for the research project is available on Brightspace. Instructor approval of your selected topic is required. As part of the project, you will need to gather information from respondents. It is your responsibility to conduct the research in accordance with the University's ethics research protocol. Students who fail to adhere to the protocol will not pass the course. For details, please review the guidelines in the Research Ethics Compliance Form and a sample of Research Informed Consent Form (available on Brightspace). Every student must submit the signed Research Ethics Compliance Form along with the report. Each group is required to give a presentation based on the report. A guideline for the presentation will be available on Brightspace.

Peer evaluation

A group grade will be assigned, but not all members in the group will necessarily receive the same grade. When the report is submitted, each group member submits a group evaluation individually. The evaluation form with detailed instructions is available on Brightspace.

Recommended approach to group work

The intent of group work is to provide an opportunity for students to learn from each other outside the classroom. Group work should not just be a division of labor and then assembly of the parts into one document. Planning, coordination, and cooperation among group members are essential.

Use of AI

Since this course focuses on building your original ideas and critical thinking, using AI tools would compromise the learning purpose, therefore is prohibited. Using AI tools to generate content for assignments, and presenting it as one's own original work, as well as copying or paraphrasing the content produced by AI tools without proper citations or the instructor's consent, are both considered to be in violation of academic integrity.

3. Tests

Two tests will be held during regular class time. The coverage and format of the test will be discussed prior to each test. If you would like to review your test with me, please make an appointment within 1 week after receiving your grade. This time limit is necessary because I need to finalize grades.

4. Submission of Brightspace quizzes or tests

Do not rely on automatic submission by Brightspace. It is the student's responsibility to submit a quiz or test by its deadline. Failure to do so may result in a mark of 0.

SCHEDULE

This is a tentative schedule. Changes may be made during the term.

Week	Topics (related chapter in text)	Due, by 11:35 AM
1 Jan. 8	Role of marketing research (1) Marketing research process (3) Types of distributions	
2 Jan. 15	Defining marketing problems Organizational & ethical issues (4) Qualitative research tools (5)	
3 Jan. 22	Secondary data research (6) Survey research (7) Estimation	Proposal
4 Jan. 29	Observation (8) Experiments (9) Correlation	
5 Feb. 5	Test 1	
6 Feb. 12	Measurement & attitude scaling (10) Statistical inference	
7 Feb. 26	Questionnaire design (11) Sampling (12) SPSS tutorial	
8 Mar. 5	Fieldwork, editing, and coding (14) Regression Theory testing	
9 Mar. 12	Multiple regression Marketing analytics	
10 Mar. 19	Test 2	SPSS quiz
11 Mar. 26	Presentations Attendance is mandatory.	
12 Apr. 2	Presentations Attendance is mandatory.	Report (with Group Contract, Academic Integrity Declaration, Research Ethics Compliance Form, Peer Evaluation)

NORMS OF THE COURSE

You will be successful in this course if you come to class prepared to learn and engage in the learning process. To facilitate a professional relationship, both you and I must meet the commitments outlined below.

Ernest's commitment

- Provide a learning environment for each class.
- Start and finish on time, provide breaks as necessary.
- Encourage participation.
- Provide detailed instructions on project and tests.
- Provide timely feedback on tests.
- Communicate in a professional manner; respond to enquiries in a timely fashion.

Student's commitment

- Come to class ready to learn and participate; seek assistance as issues arise.
- Attend the entire class.
- Participate constructively and respectfully.
- Follow instructions.
- Hand in work on time; learn from feedback.
- Communicate in a professional manner.

LATE PENALTY

The SPSS quiz and report are due at the beginning of class, at 11:35 AM of the due date. A late quiz is not accepted. A late report is penalized at the rate of 10% per day. For example, say the report is out of 100 marks; if the report is submitted after 11:35 AM on the due date, the penalty is 10 marks; if it is submitted the following day, the penalty is 20 marks, and so on.

INABILITY TO COMPLETE A TEST, QUIZ, OR TO SUBMIT WORK BECAUSE OF ILLNESS

If you miss a test due to illness, or some other circumstances beyond your control, submit a medical certificate or other verifiable documentation to Ernest no later than 5 calendar days after the test. Failure to do so results in a mark of 0 on the missed test. Furthermore, please note:

- Deferral of test 1 is on Feb. 23, 7:15 AM, location TBA.
- Deferral of test 2 is on Mar. 30, 7:15 AM, location TBA.

There is no deferral of a deferral. Missing a deferral results in a mark of 0.

Because the solution to quizzes is posted after the deadline, there is no opportunity to make up a missed quiz; the missed quiz will receive a mark of 0.

In the event that a group member cannot contribute to group work due to certified illness, this will be dealt with according to the provisions of your Group Contract. Please be sure that you contribute to and are aware of the provisions outlined in your group's contract.

Please note that in this course for all occasions that call for a medical certificate you must use or furnish the information demanded in:

http://www2.carleton.ca/registrar/ccms/wp-content/ccms-files/med_cert.pdf

ADDITIONAL INFORMATION

Course Sharing Websites

Materials created for this course (including presentations and posted notes, labs, case studies, assignments, and exams) remain the intellectual property of the author(s). They are intended for personal use and may not be reproduced or redistributed without prior written consent of the author(s).

Required calculator in BUSI course examinations

If you are purchasing a calculator, we recommend any one of the following options: Texas Instruments BA II Plus (including Pro Model), Hewlett Packard HP 12C (including Platinum model), Staples Financial Calculator, Sharp EL-738C & Hewlett Packard HP 10bII

Group work

The Sprott School of Business encourages group assignments in the school for several reasons. They provide you with opportunities to develop and enhance interpersonal, communication, leadership, follower-ship and other group skills. Group assignments are also good for learning integrative skills for putting together a complex task. Your professor may assign one or more group tasks/assignments/projects in this course. Before embarking on a specific problem as a group, it is your responsibility to ensure that the problem is meant to be a group assignment and not an individual one.

In accordance with the Carleton University Undergraduate Calendar (p 34), the letter grades assigned in this course will have the following percentage equivalents:

A+ = 90-100	B+ = 77-79	C+ = 67-69	D+ = 57-59
A = 85-89	B = 73-76	C = 63-66	D = 53-56
A - = 80-84	B - = 70-72	C - = 60-62	D - = 50-52
F = Below 50			

Grades entered by Registrar:

WDN = Withdrawn from the course

DEF = Deferred

Academic Regulations

University rules regarding registration, withdrawal, appealing marks, and most anything else you might need to know can be found on the university's website, here:

<http://calendar.carleton.ca/undergrad/regulations/academicregulationsoftheuniversity/>

Requests for Academic Accommodation

Carleton is committed to providing academic accessibility for all individuals. You may need special arrangements to meet your academic obligations during the term. The accommodation request processes, including information about the *Academic Consideration Policy for Students in Medical and Other Extenuating Circumstances*, are outlined on the Academic Accommodations website (students.carleton.ca/course-outline).

You may need special arrangements to meet your academic obligations during the term. For an accommodation request, the processes are as follows:

Pregnancy Accommodation

Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. For more details, visit the Equity Services website: carleton.ca/equity/wp-content/uploads/Student-Guide-to-Academic-Accommodation.pdf

Religious obligation

Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. For more details, visit the Equity Services website: carleton.ca/equity/wp-content/uploads/Student-Guide-to-Academic-Accommodation.pdf

Academic Accommodations for Students with Disabilities

If you have a documented disability requiring academic accommodations in this course, please contact the Paul Menton Centre for Students with Disabilities (PMC) at 613-520-6608 or pmc@carleton.ca for a formal evaluation or contact your PMC coordinator to send your instructor your Letter of Accommodation at the beginning of the term. You must also contact the PMC no later than two weeks before the first in-class scheduled test or exam requiring accommodation (if applicable). After requesting accommodation from PMC, meet with your instructor as soon as possible to ensure accommodation arrangements are made. If a request of accommodation is made after the above deadline, it is at the sole discretion of the instructor to accommodate the request, subject to the resources available to the instructor. carleton.ca/pmc

Survivors of Sexual Violence

As a community, Carleton University is committed to maintaining a positive learning, working and living environment where sexual violence will not be tolerated, and its survivors are supported through academic accommodations as per Carleton's Sexual Violence Policy. For more information about the services available at the university and to obtain information about sexual violence and/or support, visit: carleton.ca/sexual-violence-support

Accommodation for Student Activities

Carleton University recognizes the substantial benefits, both to the individual student and for the university, that result from a student participating in activities beyond the classroom experience. Reasonable accommodation must be provided to students who compete or perform at the national or international level. Please contact your instructor with any

requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist.

<https://carleton.ca/senate/wp-content/uploads/Accommodation-for-Student-Activities-1.pdf>

For more information on academic accommodation, please contact the departmental administrator or visit: students.carleton.ca/course-outline

Academic Integrity

Violations of academic integrity are a serious academic offence. Violations of academic integrity – presenting another's ideas, arguments, words or images as your own, using unauthorized material, misrepresentation, fabricating or misrepresenting research data, unauthorized co-operation or collaboration or completing work for another student – weaken the quality of the degree and will not be tolerated.

Process: If an alleged violation occurs, all relevant documentation will be forwarded to the Dean. If the allegation proves true, the penalties may include; a grade of Failure on the submitted work and/or course; academic probation; a refusal of permission to continue or to register in a specific degree program; suspension from full-time studies; suspension from all studies at Carleton; expulsion from Carleton, amongst others. **For a first offence, at a minimum, the penalty assigned will normally be a zero on the submitted work and at least a minimum full grade reduction of the final course grade. For a second offence, at a minimum, the penalty assigned will normally lead to a suspension from studies.**

Students are expected to familiarize themselves with and follow the Carleton University Student Academic Integrity Policy which is available, along with resources for compliance at: <https://carleton.ca/registrar/academic-integrity/>.

Sprott Student Services

The Sprott Undergraduate Student Services Office offers program advising and overall student success support. Our team is available to discuss your academic goals and your program progression plans. We can also work with you to develop strategies for success, including study skills for Business. If you experience any difficulty this term or if you would like to access support, please contact our team at bcom@sprott.carleton.ca or at bib@sprott.carleton.ca.

Centre for Student Academic Support

The Centre for Student Academic Support (CSAS) is a centralized collection of learning support services designed to help students achieve their goals and improve their learning both inside and outside the classroom. CSAS offers academic assistance with course content, academic writing and skills development. Visit CSAS on the 4th floor of MacOdrum Library or online at: carleton.ca/csas.

Important Information:

- Students must always retain a copy of all work that is submitted.
- All final grades are subject to the Dean's approval.
- For us to respond to your emails, we need to see your full name, CU ID, and the email

must be written from your valid CARLETON address. Therefore, in order to respond to your inquiries, please send all email from your Carleton CMail account. If you do not have or have yet to activate this account, you may wish to do so by visiting
<https://carleton.ca/its/get-started/new-students-2/>

Contribution to Learning Goals of the Program (BCom, BIB):

Program Learning Goal	Competencies Not Covered	Competencies Introduced (only)	Competencies Taught But Not Assessed	Competencies Taught and Assessed
BC1 Knowledge <i>Graduates will be skilled in applying foundational business knowledge to appropriate business contexts.</i>	x			
BC2 Collaboration <i>Graduates will be collaborative and effective contributors in team environments that respect the experience, expertise and interest of all members.</i>		x		
BC3 Critical Thinking <i>Graduates will be discerning critical thinkers, able to discuss different viewpoints, challenge biases and assumptions, and draw conclusions based on analysis and evaluation.</i>			x	
BC4 Communication <i>Graduates will be effective and persuasive in their communications.</i>	x			
BI5 Global Awareness (BIB ONLY) <i>Graduates will be globally-minded.</i>	x			