

Class time:	Wed. 11:35 AM – 2:25 PM	(First class Jan. 8)
Course website:	CULearn	
Instructor:	Dr. Ernest Kwan	ernest_kwan@carleton.ca www.facebook.com/ernestkwan (613) 618-9222, 912 Dunton
Office hours:	9:00 PM – 10:00 PM Saturdays (online)	(Begins Jan. 11 to last week of class)

COURSE DESCRIPTION FROM UNDERGRADUATE CALENDAR: Research design, questionnaire design, scales, sources of information and error, sampling techniques, basic statistical measures, measures of association, regression, and an overview of multivariate methods. Pragmatic implications of marketing research are stressed, with use of case studies and data analysis.

COURSE PREREQUISITES: The prerequisites for this course are BUSI 2204 or BUSI 2208 with a grade of C or higher; ECON 2202 or STAT 2607 with a grade of C- or higher. 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

The key learning objectives are:

- 1) To develop an ability to analyze marketing problems/opportunities and to translate them into research questions;
- 2) To learn primary and secondary sources of marketing research information;
- 3) To develop competency in conducting various qualitative and quantitative analyses and in utilizing research results to aid management decision making;
- 4) To gain hands-on experience in applying research concepts and techniques to a real-life marketing managerial problem; and
- 5) To develop an ability to evaluate marketing research.

COURSE FORMAT

The classes incorporate lectures, activities, and case discussions. Lecture notes and additional readings and handouts will be made available throughout the semester.

CULearn is used for distribution of material (lecture slides, assignments, supplemental readings, etc), and record of grades. You are required to check CULearn regularly for course material. Grades are posted on CULearn as soon as they become available.

Facebook is used for office hours. There is also a Facebook Group for the course: EK3207. This Group is the message board for our course: You could post questions or comments related to the course; Ernest and other students may reply to such posts. Only members of the course have access to EK3207. Also, if class cancellation is necessary due to weather, this will be announced on EK3207.

Contacting Ernest outside of class: Facebook, text, email are the fastest ways of reaching me outside the class.

REQUIRED TEXTBOOK: William G. Zikmund & H. Onur Bodur (2008) Effective Marketing Research in Canada, First Canadian Edition, Nelson (ISBN-10: 0176252088; ISBN-13: 9780176252083).

EVALUATION CRITERIA

To accomplish the course objectives several learning methods are utilized. The tentative grading scheme is as follows.

1	Class attendance & participation		9%
2	Data analysis assignment	(Individual work)	8%
3	Research Project	(Group work)	48%
	- Report 1 (15%)		
	- Report 2 (25%)		
	- Presentation (8%)		
4	Tests	(Individual work)	35%
	- Test 1 (20%)		
	- Test 2 (15%)		

Satisfactory In-term Performance

The criteria for Satisfactory In-term Performance are:

- Minimum grade of 50% on Test 1.
- Minimum grade of 50% on Report 1.

Failure to meet the above criteria leads to failure in the course (regardless of performance on other components).

1. Class Attendance and Participation

Your engagement and participation are necessary for learning and success. Class participation is the classroom equivalent to professionals' participation in meetings. Mere attendance does not count towards full class participation. Effective participation implies active contribution to class proceedings on the part of students in the form of raising or answering questions, commenting on issues raised by Ernest, or bringing to the attention of the class relevant items of interest. Ernest will keep track of class participation; this will count for 5% of your final grade.

Attendance will be taken in each class and will count for 4% of your final grade. Arriving to class late or leaving early can be disruptive; such occurrences should be avoided (and if necessary, please inform Ernest ahead of time).

Please note that attendance is mandatory when the group projects are being presented.

2. Data Analysis Assignment

The purpose of this assignment is to give you hands-on experience with data analysis. You may discuss the assignment with others in class; but you must conduct the analysis and write-up the assignment independently.

3. Research Project

The research project consists of two reports and a presentation. The project will expose you to 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; and
- f) Writing a report and presenting research findings.

The detailed guideline for the research project is available on CULearn. Instructor approval (or pre-clearance) of your selected research topic is required.

As part of the research project, you will need to gather information from consumer 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 CULearn). Every student must submit the signed Research Ethics Compliance Form along with the research reports; students who fail to do so will not receive their grades for the assignments.

Each group is required to give a presentation based on the research reports. A guideline for the presentation is available on CULearn.

Peer Evaluation for Group Work

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

Please note that students must achieve a minimum of 50% on the group work grade to pass the course. That is, once the peer evaluations have been considered and the grades for the presentation and reports totalled, you must achieve a minimum of 50% to pass the course.

An Important Note on Group Work

The intent of group work is to provide an opportunity for students to learn from each other in a more intimate setting than the classroom. Group work does NOT entail dividing the work up into parts that may be completed by individuals and then piecing those parts together into one document. That is why a certain portion of the grade for group work depends on coherence: the result should flow as a coherent well-written report, not a collage.

Also, each group member is responsible for any infractions of academic integrity in the group work. For example, if one member plagiarizes, all other group members are also held accountable (i.e., an individual member cannot claim he/she is not responsible for a particular portion of the work). Please keep this in mind as you complete the Academic Integrity Declaration.

4. Tests

Two tests will be held during regular class time. The tests will be based on the textbook chapters and all lectures and material covered in class. The coverage and format of the test will be discussed in class prior to each test. Both tests are closed book. If you would like to review your test with me, please make an appointment within 2 weeks after receiving your grade. (This time limit is necessary because I need to finalize grades.)

CLASS OUTLINE/SCHEDULE

While every attempt will be made to keep to the schedule listed below, unforeseen circumstances may necessitate modifications throughout the semester.

(week) Date	Topics	Readings / Submissions
(1) Jan. 8	- The Role of Marketing Research - The Marketing Research Process - Defining Marketing Problems or Opportunities - Composition of Teams for Group Research Project	CH 1 CH 2 CH 4 <ul style="list-style-type: none">• Group Contract Guideline• Guideline for Research Project Proposal• Guidelines for Research Project Reports and Research Ethics
(2) Jan. 15	- Exploratory Research and Qualitative Analysis - Ethical Issues in Marketing Research - Secondary Data Research	CH 5 CH 3 CH 6 <ul style="list-style-type: none">• Research Project Proposal Due
(3) Jan. 22	- Survey Research: An Overview - Survey Research: Basic Methods - Observation	CH 7 CH 8 CH 9
(4) Jan. 29	- Experimental Research and Test Marketing - Describing and Plotting a Variable	CH 10 CH 15
(5) Feb. 5	Test 1 Project Consultation	
(6) Feb. 12	- Inference, Confidence Interval, Hypothesis Testing for One Group - Group Difference Testing - Measuring Variable Relationships	CH 17 CH 18 <ul style="list-style-type: none">• Research Report 1 Due with Group Contract, Academic Integrity Declaration, & the signed Research Ethics Compliance Form• Peer Evaluation Due
(7) Feb. 19	WINTER BREAK (Feb 17-21) NO CLASS	

(8) Feb. 26	- Lab tutorial - Introduction to SPSS - Data analysis assignment distributed	
(9) Mar. 5	- Measurement - Attitude Measurement - Questionnaire Design	CH 11 CH 12 CH 13 • Data analysis assignment due
(10) Mar. 12	- Sampling Designs and Sampling Procedures - Fieldwork - Editing and Coding - Group work: questionnaire pretest, data editing and coding in class.	CH 14 CH 16
(11) Mar. 19	Test 2 Project Consultation	
(12) Mar. 26	RESEARCH PROJECT PRESENTATIONS (Attendance is mandatory.)	
(13) Apr. 2	RESEARCH PROJECT PRESENTATIONS (Attendance is mandatory.)	• Research Report 2 Due with Report 1, Academic Integrity Declaration, & the signed Research Ethics Compliance Form • Peer Evaluation Due

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

- Prepare a learning environment for each class.
- Start and finish on time; provide breaks as necessary.
- Solicit and encourage participation.
- Present opportunities to learn new ideas.
- Provide opportunities to apply new learning.
- Link course material to current events.
- Provide detailed instructions on assignments.
- Provide timely feedback on assignments, exams.
- Communicate in a professional manner; respond to enquiries in a timely fashion.

Student's commitment

- Come to all classes ready to learn and participate; seek assistance as issues arise.
- Attend the complete class. Leave early only for emergencies and with prior notification.
- Participate constructively, presenting own ideas and constructively critiquing those of others.
- Strive to learn, seek clarification, and ask questions.
- Think about how to apply new learning to examples given and share with class.
- Make an effort to track what's happening in your profession.
- Follow instructions.
- Hand in assignments on time; learn from feedback
- Communicate in a professional and respectful manner.

Cell phone policy

The use of cell phones is not permitted in this class. If you carry a phone to class, please make sure it is turned off. If an emergency situation requires you to keep your cell phone turned on, please discuss this with Ernest prior to the class.

Laptop policy

Laptop use in class is allowed for activities related to the class only. Do not use your laptop for any other purposes (e.g., surfing, emailing, etc). Inappropriate use of your laptop in class could affect your participation grade.

LATE PENALTY

The assignment and reports are due at the beginning of class. Once the lecture starts, the deadline is passed. It is disruptive to interrupt the lecture to submit work; wait until the break. Late work is penalized at the rate of 5% per day (e.g., an assignment worth 15 marks will be penalized 0.75 marks per day). This includes the first day. Do NOT slide your work under Ernest's office door (as documents often get lost or ruined). If your work is late, make arrangements to deliver it to Ernest at a time that is mutually convenient. Also, the staff in 710 DT will NOT accept late work.

INABILITY TO COMPLETE AN INDIVIDUAL ASSIGNMENT OR WRITE THE TESTS DUE TO ILLNESS

If you must miss a test due to verifiable illness (or, some other circumstances beyond your control) you must submit a medical certificate or other verifiable documentation to Ernest no later than five (5) calendar days after the test date. Failure to do so results in a mark of 0 on the missed test. A make-up test can be scheduled within 2 weeks of the original test date.

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.

Students who cannot hand the individual assignment in by the deadline due to certified illness may have the deadline extended, depending on the content of the doctor's note. Please ensure that your medical practitioner includes a date by which she/he expects you to be able to return to your studies along with an estimate of the extent of time during which you were unable to attend to your studies. The weight of the individual assignment will NOT be added to the final exam.

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

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 Spratt 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.

Medical certificate

Please note that in all occasions that call for a medical certificate you must use or furnish the information demanded in the standard university form.

<http://www1.carleton.ca/registrar/forms/>

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 WDN = Withdrawn from the course

ABS = Student absent from final exam

DEF = Deferred (See above)

FND = (Failed, no Deferred) = Student could not pass the course even with 100% on final exam

Academic Regulations, Accommodations, Etc.

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 Accommodations

Academic Accommodations for Students with Disabilities

The Paul Menton Centre for Students with Disabilities (PMC) provides services to students with Learning Disabilities (LD), psychiatric/mental health disabilities, Attention Deficit Hyperactivity Disorder (ADHD), Autism Spectrum Disorders (ASD), chronic medical conditions, and impairments in mobility, hearing, and vision. If you have a disability requiring academic accommodations in this course, please contact PMC at 613-520-6608 or pmc@carleton.ca for a formal evaluation. If you are already registered with the PMC, contact your PMC coordinator to send me your **Letter of Accommodation** at the beginning of the term, and 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 me to ensure accommodation arrangements are made. Please consult the PMC website for the deadline to request accommodations for the formally-scheduled exam (*if applicable*).

- The deadlines for contacting the Paul Menton Centre regarding accommodation for final exams for the December 2013 exam period is November 8, 2013 and for the April 2014 exam period is March 7, 2014.

For Religious Obligations:

Students requesting academic accommodation on the basis of religious obligation should make a formal, written request to their instructors for alternate dates and/or means of satisfying academic requirements. Such requests should be made during the first two weeks of class, or as soon as possible after the need for

accommodation is known to exist, but no later than two weeks before the compulsory event.

Accommodation is to be worked out directly and on an individual basis between the student and the instructor(s) involved. Instructors will make accommodations in a way that avoids academic disadvantage to the student.

Students or instructors who have questions or want to confirm accommodation eligibility of a religious event or practice may refer to the Equity Services website for a list of holy days and Carleton's Academic Accommodation policies, or may contact an Equity Services Advisor in the Equity Services Department for assistance.

For Pregnancy:

Pregnant students requiring academic accommodations are encouraged to contact an Equity Advisor in Equity Services to complete a letter of accommodation. The student must then make an appointment to discuss her needs with the instructor at least two weeks prior to the first academic event in which it is anticipated the accommodation will be required.

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. Penalties may include expulsion; suspension from all studies at Carleton; suspension from full-time studies; a refusal of permission to continue or to register in a specific degree program; academic probation; and a grade of Failure in the course, amongst others. 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 <http://www2.carleton.ca/sasc/advisingcentre/academic-integrity/>.

Assistance for Students:

Student Academic Success Centre (SASC): www.carleton.ca/sasc

Writing Tutorial Services: <http://www1.carleton.ca/sasc/writing-tutorial-service/>

Peer Assisted Study Sessions (PASS): www.carleton.ca/sasc/peer-assisted-study-sessions

Important Information:

- Students must always retain a hard copy of all work that is submitted.
 - All final grades are subject to the Dean's approval.
 - Please note that you will be able to link your CONNECT (MyCarleton) account to other non-CONNECT accounts and receive emails from us. However, 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 CONNECT address. Therefore, it would be easier to respond to your inquiries if you would send all email from your connect account. If you do not have or have yet to activate this account, you may wish to do so by visiting <https://portal.carleton.ca/>
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