



Professor: Dr. Irene Lu

Class: Tuesdays, 8:35 a.m. to 11:25 a.m.

Office Hours: Tuesdays, 11:30 a.m. to 12:30 p.m.

Office: 929 DT

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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 [BUSI 2204](#) or [BUSI 2208](#) with a grade of C or higher; [STAT 2607](#) with a grade of C- or higher. **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.

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 the professor, or bringing to the attention of the class relevant items of interest. The professor 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 the professor 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) Sept. 9	- 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) Sept. 16	- 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) Sept. 23	- Survey Research: An Overview - Survey Research: Basic Methods - Observation	CH 7 CH 8 CH 9
(4) Sept. 30	- Experimental Research and Test Marketing - Describing and Plotting a Variable	CH 10 CH 15
(5) Oct. 7	Test 1 Project Consultation	
(6) Oct. 14	- 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) Oct. 21	- Lab tutorial (class meet in DT 1728) - Introduction to SPSS - Data analysis assignment distributed	

(8)	SPRING BREAK (Oct 27-31)	
Oct. 28	NO CLASS	
(9)	- Measurement	CH 11
Nov.	- Attitude Measurement	CH 12
4	- Questionnaire Design	CH 13
		• Data analysis assignment due
(10)	- Sampling Designs and Sampling	CH 14
Nov.	Procedures	CH 16
11	- Fieldwork	
	- Editing and Coding	
	- Group work: questionnaire pretest, data editing and coding in class.	
(11)	Test 2	
Nov.	Project Consultation	
18		
(12)	RESEARCH PROJECT PRESENTATIONS	
Nov.	PRESENTATIONS	
25	(Attendance is mandatory.)	
(13)	RESEARCH PROJECT PRESENTATIONS	
Dec.	PRESENTATIONS	
2	(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.

The professor'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.

Email Policy

The best way to contact the professor is to send her an email via cuLearn. If you wish to send her an email directly, please add "BUSI 3207" in your email's subject line. I do not respond to student emails over the weekend. During the week I will endeavor to answer your emails within 48 hours; you should not expect an immediate response. I will also not answer by email questions that have already been asked and answered in class. Please use the cuLearn course Forum (discussion board) to ascertain whether your classmates can assist you.

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 the professor 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.

Video or Audio Recording Policy

Not permitted.

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 the professor's office door (as documents often get lost or ruined). If your work is late, make arrangements to deliver it to the professor 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 the professor 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 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	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 deadline for contacting the Paul Menton Centre regarding accommodation for final exams for the December 2014 exam period is November 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 Carleton's email account to other non-Carleton 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 Carleton email address. Therefore, it would be easier to respond to your inquiries if

you would send all emails from your Carleton 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/>

Important Dates:**September 2**

Fall Term Begins.
Orientation for Teaching Assistants.

September 2-3

Academic Orientation. All students are expected to be on campus. Class and laboratory preparations, departmental introductions for students and other academic preparation activities will be held.

September 4

Fall and fall/winter classes begin.

September 17

Last day of registration for fall term and fall/winter courses.
Last day to change courses or sections (including auditing) for fall/winter and fall term courses.

September 26-28

Summer deferred final examinations to be held.

September 30

Last day to withdraw from Fall term and Fall/Winter courses with a full fee adjustment. Withdrawals after this date will create no financial change to Fall term fees (financial withdrawal).

October 10

December examination schedule (fall term final and fall/winter mid-terms) available online.

October 13

Statutory holiday, University closed.

October 27-31

Fall break. Classes are suspended.

November 7

Last day to submit, to the Paul Menton Centre for Students with Disabilities, Formal Examination Accommodation Forms for December examinations.

November 24

Last day for tests or examinations in courses below the 4000-level before the final examination period (see Examinations Regulations in the Academic Regulations of the University section of the calendar).

December 8

Fall term ends

Last day of fall-term classes.

Last day for academic withdrawal from fall term courses.

Last day for handing in term work and the last day that can be specified by a course instructor as a due date for term work for fall term courses.

December 9

No classes or examinations take place.

December 10 – 21

Final examinations in fall term courses and mid-term examinations in fall/winter courses may be held. Examinations are normally held all seven days of the week.

December 21

All take home examinations are due

December 25 to January 2

University closed

January 5

Winter-term classes begin.

January 16

Last day for registration for winter term courses.

Last day to change courses or sections (including auditing) for winter term courses.

Students who have not deposited (via automated upload) the final copy of their thesis to the office of the Faculty of Graduate and Postdoctoral Affairs must register.

January 31

Last day for a fee adjustment when withdrawing from Winter term courses or the Winter portion of two-term courses. Withdrawals after this date will create no financial change to Winter term fees (financial withdrawal).

February 13

April examination schedule available online.

February 13-21

Fall-term deferred examinations will be held

February 16

Statutory holiday, University closed.

February 16-20

Winter Break. Classes are suspended.

March 1

Last day for UHIP refund applications for International Students who will be graduating this academic year.

Last day for receipt of applications from potential spring (June) graduates.

March 6

Last day to submit, to the Paul Menton Centre for Students with Disabilities, Formal Examination Accommodation Forms for April examinations.

March 24

Last day for tests or examinations in courses below the 4000-level before the final examination period (see Examinations Regulations in the Academic Regulations of the University section of the calendar).

April 3

Statutory holiday, University closed.

April 8

Winter term ends

Last day of fall/winter and winter-term classes.

Last day for academic withdrawal from fall/winter and winter-term courses.

Last day for handing in term work and the last day that can be specified by a course instructor as a due date for term work for fall/winter and winter-term courses.

April 9-10

No classes or examinations take place

April 11-23

Final examinations in winter term and fall/winter courses may be held. Examinations are normally held all 7 days of the week.

June 8-18 (including Saturdays)

Fall/winter and winter term deferred final examinations will be held.
