



**BUSI 3207A**  
**Marketing Research 2021**  
Revised on 01/06/2021

**Class time:** Thu. 11:35 AM to 2:25 PM<sup>1</sup> on Zoom (first class Jan. 14)  
**Course website:** CULearn  
**Instructor:** Ernest Kwan ernest.kwan@carleton.ca  
**Office hours:** Thu. 9:00 PM to 10:00 PM<sup>1</sup> on Zoom (begins Jan. 21)  
<sup>1</sup>Ottawa time

**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; 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**

- 1) To develop skills for analyzing 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 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
- 5) To develop skills in evaluating marketing research

## **COURSE FORMAT**

The classes incorporate lectures and discussions. Lecture notes and additional handouts are made available throughout the term. CULearn is used for distribution of material (lecture slides, assignments, etc.), and grades. Email is the fastest ways of reaching Ernest outside class.

**Modality:** 25% of lectures are pre-recorded  
75% of lectures are delivered in real time

## **REQUIRED TEXTBOOK**

B. J. Babin & W. G. Zikmund (2016) Essentials of Marketing Research, 6<sup>th</sup> ed., Nelson (ISBN-10: 1305263472; ISBN-13: 9781305263475). **Electronic version is recommended.**

## **EVALUATION CRITERIA**

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

Individual work	
Assignments	15%
Test 1	25%
Test 2	20%
Group work (research project)	
Report	35%
Presentation	5%

### **1. Class Attendance and Participation**

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. 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 when the group projects are being presented.

### **2. Assignments**

The purpose of these assignments is to help you learn quantitative data analysis skills and to review statistical concepts. Please do these assignments individually.

### **3. Research Project**

The research project consists of a report 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
- f) Writing a report and presenting research findings

The detailed guideline for the research project is available on CULearn. 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 CULearn). 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 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 the report is submitted, each group member submits a group evaluation individually. The evaluation form with detailed instructions is available on CULearn.

### **An Important Note on 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.

### **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. 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.)

## SCHEDULE

This is a tentative schedule. It may be modified during the term.

<b>Week</b>	<b>Topics (related chapter in text)</b>	<b>Due</b>
1 (1/14)	Role of marketing research (1) Marketing research process (3) Plotting a variable * Describing a variable *	
2 (1/21)	Defining marketing problems (3) Qualitative research tools (5) Organizational & ethical issues (4) Transforming a variable * A normal variable * Distributions *	Assignment 1
3 (1/28)	Secondary data research (6) Survey research (7) Estimation *	Proposal
4 (2/04)	Observation (8) Experiments (9)	Assignment 2
5 (2/11)	<b>Test 1</b> NHST *	
6 (2/25)	Statistical inference (13-15) SPSS tutorial *	
7 (3/04)	Regression / ANOVA Binary data (13-15)	Assignment 3
8 (3/11)	Measurement & attitude scaling (10) Questionnaire design (11)	
9 (3/18)	Sampling (12) Fieldwork, editing, and coding (14) Group work: questionnaire pretest, data editing and coding	Assignment 4
10 (3/25)	<b>Test 2</b>	
11(4/01)	<b>Presentations</b> (Attendance is mandatory.)	
12 (4/08)	<b>Presentations</b> (Attendance is mandatory.)	Report (with Group Contract, Academic Integrity Declaration, Research Ethics Compliance Form, Peer Evaluation)

\* Pre-recorded lectures

## **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 assignments.
- Provide timely feedback on assignments, 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 assignments on time; learn from feedback.
- Communicate in a professional manner.

## **LATE PENALTY**

The assignments and report are due at the beginning of class. Once the lecture starts, the deadline is passed. 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.

## **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](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**

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

### **Pregnancy 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](https://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](https://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](mailto: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. [carleton.ca/pmc](https://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](https://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](https://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. 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. 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 student services office, located in 710 Dunton Tower, offers academic advising, study skills advising, and overall academic success support. If you are having a difficult time with this course or others, or just need some guidance on how to successfully complete your Sprott degree, please drop in any weekday between 8:30am and 4:30pm. Our advisors are happy to discuss grades, course selection, tutoring, concentrations, and will ensure that you get connected with the resources you need to succeed! <http://sprott.carleton.ca/students/undergraduate/learning-support/>

## **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](http://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/>
-