



Carleton
University

Sprott
School of Business

**CARLETON UNIVERSITY
SPROTT SCHOOL OF BUSINESS
BUSI 3207 /SECTION A
WINTER 2023
MARKETING RESEARCH**

Instructor: Bahman Ashraf Semnani
Office: Upon Appointment
Office Hours: Upon Appointment
Email: bahmanashrafsemnani@cmail.carleton.ca
Phone Number:

TA: TBD
Office Hours: TBD
Email: TBD

Modality: In Person
Course Meets: Tue 11:35-14:25, at Nicol Building Room: 4030

Pre-requisites & precluded Courses: 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.

Course Calendar description from the [2022/2023 University 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 Description:

Review the required marketing research concepts and methods, from marketing research design to data collection, analytics, and reporting. Practicing the techniques and ideas through student projects.

Learning Outcomes:

1. To learn what is marketing research and how managers utilize it to their businesses.
2. To understand theories, concepts and methods required for a successful marketing research.
3. To practice methods to design marketing research and required data collection.
4. To practice qualitative and quantitative data analytic techniques to achieve the required results.
5. To skillfully using the marketing research results in business and management decision-making processes.

Textbook(s):

BABIN, B. (2018). ESSENTIALS OF MARKETING RESEARCH (7TH EDITION).
South-Western College Pub. (ISBN-10: 0357033930; ISBN-13: 978-0357033937)

**COURSE GRADING SCHEDULE:**

Class Participation	10%
Quizzes	15%
Assignments	25%
Final Project	15%
Final Exam (Scheduled University Exam)	35%
Total	100%

Class Participation:

Students are encouraged to participate in class through valuable discussions, ideas, comments, and questions.

Quiz:

Five quizzes, including different types of questions on concepts and topics we cover during our sessions. Out of five quizzes, the most successful four will give students 15% of the total score. It is possible for the quiz to start at any time during the quiz session, so attend class to prevent losing the quiz.

Assignments:

Students will be assigned five questions and must submit their assignment reports as scheduled. Every assignment will be 5% of the student's total score. Assignment reports must be submitted before the class starts on the due dates noted in the course schedule in this document. Assignment questions will be posted in BrightSpace at least two weeks before the reporting deadline, so students will have two weeks to finish their assignment reports.

Note 1: A penalty of 10% (=10%*5% of your final score) will be considered for every 24 hours delay in sending assignment reports.

Note 2: Remember that whatever you present must follow and use the concepts and theories you have learnt in this course.

Note 3: The interesting ideas written in your assignments may be discussed during class and would help you to improve your participation score.

Final Project:

Working in teams of 3 to 5, you must finish a project related to the course. Details of the project will be posted on BrightSpace.

Note 1: A penalty of 15% (=15%*15% of your final score) will be considered for every 24 hours delay in sending assignment reports.

Note 2: Remember that whatever you present must follow and use the concepts and theories you have learnt in this course.

Note 3: As will be presented in final project detail, students need to submit an individual project report together with their team's final project reports, so not all members in the group will necessarily receive the same grade.

Final Exam:

It will cover a range of theoretical and practical questions and the test will be scheduled and maintained according to the school's regulations.

Expectations:

- Every student is expected to participate in and maintain the learning environment according to the school's regulations and culture.
- Any question or problem about the feedback you receive is welcome before the end of the semester. Please do not hesitate to contact the instructor via email with any questions or issues. All your feedback will be considered valuable.
- You are welcome to contact the instructor if you have questions about the feedback you receive within 48 hours of receiving it.
- Please do not hesitate to contact the instructor via email with any questions or issues.
- Please ask for a permit in advance if you need to record voice or video or share your records or other course materials you receive.
- In case you may have a delay to attend a class, or cannot attend a class, or you cannot submit an assignment report or final project report, please notify the instructor in advance.

Course Schedule:

	Topic	Date	Readings and Activities
Class 1	<ul style="list-style-type: none">• Introduction to course• The Role of Marketing Research• Harnessing Big Data into Better Decisions	Jan-10	Chapter 1 Chapter 2
Class 2	<ul style="list-style-type: none">• The Marketing Research Process• The Human Side of Marketing Research	Jan-17	Chapter 3 Chapter 4
Class 3	<ul style="list-style-type: none">• Qualitative Research Tools	Jan-24	Chapter 5 Quiz 1 (chapters 1, 2, and 3)
Class 4	<ul style="list-style-type: none">• Secondary Data Research in a Digital Age	Jan-31	Chapter 6 Due date to submit 1st assignment report.
Class 5	<ul style="list-style-type: none">• Survey Research	Feb-07	Chapter 7 Quiz 2 (chapters 4, 5, and 6)
Class 6	<ul style="list-style-type: none">• Observation• Conducting Marketing Experience	Feb-14	Chapter 8 Chapter 9 Due date to submit 2nd assignment report.
Class 7	<ul style="list-style-type: none">• Measurement and Attitude Scaling	Feb-28	Chapter 10 Quiz 3 (chapters 7 and 8)
Class 8	<ul style="list-style-type: none">• Questionnaire Design	Mar-07	Chapter 11 Due date to submit 3rd assignment report.
Class 9	<ul style="list-style-type: none">• Sampling Design and Sampling Procedure	Mar-14	Chapter 12 Quiz 4 (chapters 9, 10, and 11)
Class 10	<ul style="list-style-type: none">• Big Data Basics	Mar-21	Chapter 13 Due date to submit 4th assignment report.
Class 11	<ul style="list-style-type: none">• Basic Data Analysis: Describing Samples and Populations	Mar-28	Chapter 14 Quiz 5 (chapters 12 and 13)

Class 12	<ul style="list-style-type: none">• Testing for Differences Between Groups and for Predictive Relationships	Apr-04	Chapter 15 <i>Due date to submit 5th assignment report.</i>
Class 13	<ul style="list-style-type: none">• Communicating Research Results	Apr-11	Chapter 16 <i>Due date to submit Final Project Reports.</i>

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
CHECK (X) ONE PER ROW				
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

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.

Grading

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 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. 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/>

Covid-19 Information:

It is important to remember that COVID is still present in Ottawa. The situation can change at any time and the risks of new variants and outbreaks are very real. There are [a number of actions you can take](#) to lower your risk and the risk you pose to those around you including being vaccinated, wearing a mask, staying home when you're sick, washing your hands and maintaining proper respiratory and cough etiquette.

Feeling sick? Remaining vigilant and not attending work or school when sick or with symptoms is critically important. If you feel ill or exhibit COVID-19 symptoms do not come to class or campus. If you feel ill or exhibit symptoms while on campus or in class, please leave campus immediately. In all situations, you must follow Carleton's [symptom reporting protocols](#).

Masks: Carleton has paused the [COVID-19 Mask Policy](#), but continues to strongly recommend masking when indoors, particularly if physical distancing cannot be maintained. It may become necessary to quickly reinstate the mask requirement if pandemic circumstances were to change.

Vaccines: Further, while proof of vaccination is no longer required as of May 1 to attend campus or in-person activity, it may become necessary for the University to bring back proof of vaccination requirements on short notice if the situation and public health advice changes. Students are strongly encouraged to get a full course of vaccination, including booster doses as soon as they are eligible, and submit their booster dose information in [cuScreen](#) as soon as possible. Please note that Carleton cannot guarantee that it will be able to offer virtual or hybrid learning options for those who are unable to attend the campus.

All members of the Carleton community are required to follow requirements and guidelines regarding health and safety which may change from time to time. For the most recent information about Carleton's COVID-19 response and health and safety requirements please see the [University's COVID-19 website](#) and review the [Frequently Asked Questions \(FAQs\)](#). Should you have additional questions after reviewing, please contact covidinfo@carleton.ca.
