

<b>Course ID:</b>	<b>Course Title:</b>	<b>Fall 2017</b>
<b>Bus 380</b>	<b>Marketing Research</b>	<b>Prerequisites: BUS 280 and STA 210</b>
		<b>Credits: 3</b>

Class Information		Instructor Information		Important Dates	
<b>Days:</b>	Wed. and Fri.	<b>Instructor:</b>	K. Rand Ayres, M.A.Sc., MBA, PhD, P.Eng.	<b>First day of classes:</b>	Wed., Sept. 6
<b>Time:</b>	8:15 – 9:30 am	<b>Email:</b>	rand.ayres@ambrose.edu	<b>Last day to add/drop, or change to audit:</b>	Sun, Sept 17
<b>Room:</b>	L2100	<b>Phone:</b>	403.686.7588 (mob.&txt.)	<b>Last day to request revised exam:</b>	Mon, Oct. 23
		<b>Office:</b>	L2091	<b>Last day to withdraw from course:</b>	Mon, Nov 13
		<b>Office Hours:</b>	Wed./Fri. – One hour following class (by appointment).	<b>Last day to apply for coursework extension:</b>	Mon, Nov 20
<b>Final Presentation:</b>	Dec. 20 at 9:00am			<b>Last day of classes:</b>	Mon, Dec 11

### Course Description

This course exposes students to the research process as related to marketing and consumer behaviour. Topics include defining the marketing problem, research design, focus group selection, market segmentation and target marketing, sample selection, instrument preparation, data collection and reduction, analysis, presentation and follow-up.

This is primarily a group project course.

### Expected Learning Outcomes

1. Identify, define and discuss the principles of marketing research, in order to gain thorough understanding.
2. Apply the principles of marketing research, and draw appropriate conclusions, as applicable to chosen research opportunity.
3. Present the research results to the research sponsor in a professional verbal and written format.

### Textbooks

MR2 (with CourseMate, 1 term (6 months) Printed Access Card), 2nd Edition, Tom J. Brown; Tracy A. Suter, Nelson, 4LTR Press. ISBN-13: 978-1-133-95841-3

## Course Schedule\*\*

Week of (Monday Date Showing):	Wednesday Class:	Friday Class:	Milestone
Week 1 – Sept. 4 <sup>th</sup>			MR2 Chapter 1
Week 2 – Sept. 11 <sup>th</sup>		OPR1 – due in Moodle by 11 pm on Sept. 15 <sup>th</sup> .  Teams Identified.	MR2 Chapter 2
Week 3 – Sept. 18 <sup>th</sup>			MR2 Chapter 3
Week 4 – Sept. 25 <sup>th</sup>			MR2 Chapter 4
Week 5 – Oct. 2 <sup>nd</sup>		Research Proposal due in Moodle by 11 pm on Oct 1 <sup>st</sup> .  OPR2A – due in Moodle by 11 pm on Oct 1 <sup>st</sup> .	MR2 Chapter 5
Week 6 – Oct. 9 <sup>th</sup>			MR2 Chapter 6
Week 7 – Oct. 16 <sup>th</sup>			MR2 Chapter 7
Week 8 – Oct 23 <sup>rd</sup> .		OPR2B – due in Moodle by 11 pm on Oct. 29 <sup>th</sup> .	MR2 Chapter 8
Week 9 – Oct. 30 <sup>th</sup>		Questionnaire and Sampling Plan design due in Moodle by 11 pm on Nov. 5 <sup>th</sup> .	MR2 Chapter 9
Break – Nov. 5 <sup>th</sup>	No Class	No Class	
Week 10 – Nov. 13 <sup>th</sup>			MR2 Chapter 10
Week 11 – Nov. 20 <sup>th</sup>			MR2 Chapter 11
Week 12 – Nov. 27 <sup>th</sup>			MR2 Chapter 12
Week 13 – Dec. 4 <sup>th</sup>		Group Participation, Self-Assessment and OPR3 due in Moodle by 11 pm on Dec. 8 <sup>th</sup> .	MR2 Chapter 13 & 14
Final Presentation Dec. 20 <sup>th</sup> @ 9 am. ***	Exam Week		Group Final Report and Group Presentation due, Dec. 20 <sup>th</sup> at 9am.

\*\* The dates may be adjusted during the semester, with students advised.

\*\*\* Room to be announced.

### List of Chapter Titles

Chapter 1 – Marketing Research: From Data to Information to Action

Chapter 2 – The Research Question: Formulation of the Problem

Chapter 3 – Exploratory, Descriptive, and Causal Research Designs

- Chapter 4 – Collecting Secondary Data from Inside and Outside the Organization
- Chapter 5 – Collecting Primary Data by Observation
- Chapter 6 – Collecting Primary Data by Communication
- Chapter 7 – Asking Good Questions
- Chapter 8 – Designing the Questionnaire
- Chapter 9 – Developing the Sampling Plan
- Chapter 10 – Data Collection: Enhancing Response Rates while Limiting Errors
- Chapter 11 – Data Preparation for Analysis
- Chapter 12 – Analysis & Interpretation: Individual Variables Independently
- Chapter 13 – Analysis & Interpretation: Multiple Variables Simultaneously
- Chapter 14 – The Research Report

**Requirements:**

Course grading and evaluation will be conducted according to the following:

<b>One Page Reflections (OPR1) for each of chapters 1-2</b>	<b>5%</b>
<b>One Page Reflections (OPR2A) for each of chapters 3-5</b>	<b>5%</b>
<b>One Page Reflections (OPR2B) for each of chapters 6-8</b>	<b>5%</b>
<b>One Page Reflections (OPR3) for each of chapters 9-14</b>	<b>10%</b>
<b>Research Proposal</b>	<b>15%</b>
<b>Questionnaire and Sampling Plan Design</b>	<b>10%</b>
<b>Group Final Report</b>	<b>20%</b>
<b>Group Presentation</b>	<b>10%</b>
<b>Student’s Average Group Participation Assessment</b>	<b>10%</b>
<b>Student’s Self-Assessment on Project Contribution</b>	<b>10%</b>
<hr style="width: 10%; margin-left: auto; margin-right: 0;"/>	
<b>Total</b>	<b>100%</b>

Rubrics will be provided to the students to provide guidance in how all graded assignments will be assessed by Dr. Ayres. Students will provide their own rationale for the group and self-assessments on a form provided by Dr. Ayres.

**Attendance:**

Attendance at the classroom sessions is mandatory. I expect most group work will be done during the classroom sessions.

**Grade Summary:**

<b>% Grade</b>	<b>Letter Grade</b>	<b>Description</b>
95% to 100%	A+	
90% to 94%	A	Excellent
85% to 89%	A-	
80% to 84%	B+	
76% to 79%	B	Good

72% to 75%	B-	
68% to 71%	C+	
64% to 67%	C	Satisfactory
60% to 63%	C-	
55% to 59%	D+	
50% to 54%	D	Minimal Pass
0% to 49%	F	Failure

Because of the nature of the Alpha 4.00 system, there can be no uniform University-wide conversion scale. The relationship between raw scores (e.g. percentages) and the resultant letter grade will depend on the nature of the course and the instructor’s assessment of the level of each class, compared to similar classes taught previously.

Please note that final grades will be available on student registration system. Printed grade sheets are not mailed out.

## Ambrose University Academic Policies:

### Communication

All students have received an Ambrose e-mail account upon registration. It is the student’s responsibility to check this account regularly as the Ambrose email system will be the professor’s instrument for notifying students of important matters (cancelled class sessions, extensions, requested appointments, etc.) between class sessions. If students do not wish to use their Ambrose accounts, they will need to forward all messages from the Ambrose account to another personal account.

### Registration

During the **Registration Revision Period** students may enter a course without permission, change the designation of any class from credit to audit and /or voluntary withdraw from a course without financial or academic penalty or record. Courses should be added or dropped on the student portal by the deadline date; please consult the List of Important Dates. After that date, the original status remains and the student is responsible for related fees.

Students intending to withdraw from a course after the Registration Revision Period must apply to the Office of the Registrar by submitting a “Request to Withdraw from a Course” form or by sending an email to the Registrar’s Office by the **Withdrawal Deadline**; please consult the List of Important Dates on the my.ambrose.edu website. Students will not receive a tuition refund for courses from which they withdraw after the Registration Revision period. A grade of “W” will appear on their transcript.

Students wishing to withdraw from a course, but who fail to do so by the applicable date, will receive the grade earned in accordance with the course syllabus. A student obliged to withdraw from a course after the Withdrawal Deadline because of health or other reasons may apply to the Registrar for special consideration.

### Exam Scheduling

Students, who find a conflict in their exam schedule must submit a Revised Examination Request form to the Registrar’s Office by the deadline date; please consult the List of Important Dates. Requests will be considered for the following reasons only: 1) the scheduled final examination slot conflicts with another exam; 2) the student has three final exams within three consecutive exam time blocks; 3) the scheduled final exam slot conflicts with an exam at another

institution; 4) extenuating circumstances. Travel is not considered a valid excuse for re-scheduling or missing a final exam.

### Electronic Etiquette

Students are expected to treat their instructor, guest speakers, and fellow students with respect. It is disruptive to the learning goals of a course or seminar and disrespectful to fellow students and the instructor to use electronics for purposes unrelated to the course during a class session. Turn off all cell phones and other electronic devices during class. Laptops should be used for class-related purposes only. Do not use iPods, MP3 players, or headphones. Do not text, read, or send personal emails, go on Facebook or other social networks, search the internet, or play computer games during class. Some professors will not allow the use of any electronic devices in class. The professor has the right to disallow the student to use a laptop in future lectures and/or to ask a student to withdraw from the session if s/he does not comply with this policy. Repeat offenders will be directed to the Dean. If you are expecting communication due to an emergency, please speak with the professor before the class begins.

### Academic Policies

It is the responsibility of all students to become familiar with and adhere to academic policies as stated in the Academic Calendar. Personal information (information about an individual that may be used to identify that individual) may be required as part of taking this class. Any information collected will only be used and disclosed for the purpose for which the collection was intended. For further information contact the Privacy Compliance Officer at [privacy@ambrose.edu](mailto:privacy@ambrose.edu).

### Extensions

Although extensions to coursework in the semester are at the discretion of the instructor, students may not turn in coursework for evaluation after the last day of the scheduled final examination period unless they have received permission for a course Extension from the Registrar’s Office. Requests for course extensions or alternative examination time must be submitted to the Registrar’s Office by the deadline date; please consult the List of Important Dates. Course extensions are only granted for serious issues that arise “due to circumstances beyond the student’s control.”

**Appeal of Grade**

An appeal for change of grade on any course work must be made to the course instructor within one week of receiving notification of the grade. An appeal for change of final grade must be submitted to the Registrar's Office in writing and providing the basis for appeal within 30 days of receiving notification of the final grade, providing the basis for appeal. A review fee of \$50.00 must accompany the appeal. If the appeal is sustained, the fee will be refunded.

**Academic Integrity**

We are committed to fostering personal integrity and will not overlook breaches of integrity such as plagiarism and cheating. Academic dishonesty is taken seriously at Ambrose University as it undermines our academic standards and affects the integrity of each member of our learning community. Any attempt to obtain credit for academic work through fraudulent, deceptive, or dishonest means is academic dishonesty. Plagiarism involves presenting someone else's ideas, words, or work as one's own. Plagiarism is fraud and theft, but plagiarism can also occur by accident when a student fails or forgets to acknowledge to another person's ideas or words. Plagiarism and cheating can result in a failing grade for an assignment, for the course, or immediate dismissal from the university college. Students are expected to be familiar with the policies in the current Academic Calendar that deal with plagiarism, cheating, and the penalties and procedures for dealing with these matters. All cases of academic dishonesty are reported to the Academic Dean and become part of the student's permanent record.

**Note:** Students are strongly advised to retain this syllabus for their records.