COURSE OUTLINE - Marketing Research – BUS 413-001, Fall 2019

Class Time: TR from 10am to 11:15am in ED193
Instructor: Magda Cismaru, Ph.D., Professor of Marketing
Office: ED 565.2
Phone: 306-585-5407
Email: Magdalena.Cismaru@uregina.ca
Office Hours: After class or by appointment
Prerequisites: STAT 100 and any one of BUS 31x

1. Course Description and Objectives:

This is an introductory course to Marketing Research, which aims to impart a basic understanding of the various marketing research techniques with an applied orientation. Both the theoretical and practical aspects in marketing research are combined and discussed. The major objectives of this course are:

1. To impart knowledge of some fundamental research concepts and techniques in marketing research,
2. To apply the research concepts and techniques to analyze practical marketing problems or opportunities,
3. To understand the ethical issues associated with marketing research, and
4. To critically evaluate and be an educated consumer of marketing research.

2. Recommended Textbook:

Any other marketing research textbook or business research textbook should be fine.

3. Course Details:

The class notes (posted on UR courses) provide the bulk of the material you need to study. The course is combination of lectures, discussions, applications, guest speakers, workshops at the library, and project work. Lectures will be designed to emphasize the main points of the chapter. In-class discussions and applications are scheduled almost every class. Several classes will take place at the library and others will be used for project work. All students are encouraged to actively participate in class discussions by asking and answering questions and by offering ideas and suggestions.
4. Grading Policy:

Your course performance will be evaluated as follows:

- Marketing research project 35%
  - Secondary Data and Research Design 15%
  - Data Collection Instrument(s) and Process Plan 10%
  - Findings and Conclusion 10%
- One midterm exam 25%
- Final exam 30%
- Class contribution 10%

**Grades**

- Requests for grade changes will be considered only if the instructor made a procedural or administrative error. No changes of the weights will be considered.
- The instructor may consider allowing students to improve their grades by revising their projects and/or discuss them in class.
- “Extra credit” work may be available from the Faculty of Business Administration Participant Pool which provides students with the opportunity to participate in research and to earn research credits that they can allocate toward eligible business classes (including BUS 413) (to a maximum of 2% per eligible class). Information about our participant pool is on our faculty website.
- Grades will be posted on UR Courses only. For your security, grades cannot be provided by phone or email.

**Project**

Practical marketing research skills will be imparted through a marketing research project. You may work in teams of maximum 4 students. You are free to select your team, but no peer evaluations will be conducted. As well, the scope of your project should be commensurate with the size of your group.

This semester the client is Conexus Credit Union. Below are some research questions Joel Graham, Financial Wellness Manager has e-mailed us:

- “We have a tool that can help show a member how financially healthy they are. We would love to know how we can display this information in a way that would make someone want to engage with it, learn about their financial picture and feel better about their money.”
- In an increasingly digital world, how do customers want to interact with their financial institution? Does that differ depending how you segment the market?
- What is the most effective way to conduct financial literacy and teach customers about how to be financially well?
- What are the most effective methods for helping an individual change their behaviours with regards to money?”
You may choose your topic to help answer these questions. If, for whatever reason you prefer to work on another topic, please come and talk to me.

The project should address the following:

**Secondary Data**
State the research purpose, questions, and objectives. Conduct a review of secondary information and primary sources to obtain background information (using the American Psychological Association –APA- style, please properly cite all the references you use so the reader can easily find them and access them); if possible, specify hypothesis based on the secondary data and/or exploratory research. Your review should provide a summary of existing research findings and existent strategies or tools pertaining to each research topic. Please try to incorporate academic sources (academic journal articles). A table can be useful to summarize the information. Following your first submission, for a higher grade, you may be allowed to improve your work (based on the feedback provided) by adding important references, rewriting and reorganizing, and refining your research questions and hypothesis (as needed). A strong secondary data review improves your chances of having a strong research project.

**Research Design**
Identify and justify the relevant factors/information needed to formulate a research design and the appropriate techniques that you will use for this purpose. Some of you may want to conduct a survey; you may choose to conduct also focus groups, personal depth interviews, or observations. Your chosen design must be appropriate and relevant to your chosen research question(s).

**Data Collection Instrument(s) & Process Plan**
Develop an informed consent and a questionnaire (or a focus group protocol, etc.) to collect your data and test your hypotheses. Pretest your instrument (you can do it in class) and improve it. Describe your data collection process plan.

**Findings and Conclusion**
Collect your data. Make sure participants are first provided with the informed consent. You are welcome to use the Faculty of Business Administration Research Pool. Describe your results and how your hypotheses are or are not supported by data. Write specific recommendations for the client based on your research.

The deadlines for the submissions are specified in the class schedule below. No late submissions are accepted (unless approved in advance and/or proper documentation is provided). The project must be typed (please use font 12) and printed. Single spaced and both sides are acceptable.

- Please do not e-mail me projects as attachments in advance of the due date and ask for general feedback. Instead, ask for specific questions that can be quickly and easily responded by e-mail. If you have more extensive questions please make an appointment and come to see me.
- Always attach or bring with you previous submissions (with my feedback on them). As well, if you make revisions, make sure all revisions you are making are highlighted.
Exams
- Both exams are closed book.
- Please arrive early and bring a pen and a picture ID with you to the exams.
- The midterm exam is comprised of 50 multiple choice questions (15% of course grade) and two short answer questions (10% of course grade).
- The first part of the final exam will resemble the midterm exam but testing the material discussed after the midterm (50 multiple choice section, 15% of course grade, and two short answer questions, 10% of course grade). The second part of the final will be applied and may refer to the project (5% of course grade).
- Sample questions for the exams are posted on UR Courses.

Missed Exams
An excused absence for a test or midterm exam may be granted to students on the basis of illness, accident, or other extreme and legitimate circumstances beyond their control. Supporting documentation is required and must be submitted before an excused absence is approved. If a doctor’s note is presented, the note has to specify that the student was unable to take the test on the scheduled date due to illness. An appointment card is not considered valid documentation. If a student is granted an excused absence for a midterm exam he/she will have the weight assigned to that examination added to the weight for the final exam. The authority to approve deferrals of final examinations rests with the Associate Dean Undergraduate in the student’s Faculty. To be granted a deferred final exam a student has to be in good standing (passing marks) in the class.

Class Contribution
Class contribution may be assessed based on attendance, providing answers and participating in discussions in class, being a volunteer to assess class contribution, making a short presentation to the colleagues or to the client (optional) or a little test, but also, using the Participant Research Pool to collect data, being disciplined and respectful to me and to others.

5. Other General Information:

UR Courses
- Class notes, grades, messages, discussion boards, etc will be on UR Courses. I recommend that you check UR Courses at least before every class.

Class Attendance
- Students are expected to attend classes.
- If you miss classes, please understand that you are responsible for all course materials and announcements discussed in that class. Some of the exam or test questions will be based on examples given in class or other material that is not available in the textbook. As well, instructions for the research projects are given almost every class. Make sure to exchange contact information with a fellow student who can take notes for you if you are absent.
Class Policies

- Come to class a few minutes before the class starts. Students coming or leaving during the sessions disturb their colleagues and the instructor. I can understand occasional circumstances where you may be late or need to leave, as long as they are not a habit and are discussed with me in advance.

- As a courtesy to your fellow students and your instructor, please turn off all your electronic devices before classes begin. That includes your phones, iPods and iPads. You may use laptops as long as you are using them for class only. **Recording of any kind or taking pictures in class is not allowed.**

- Name tags are mandatory. In this way we can know our names faster and have a more enjoyable experience. They also help with discipline.

- Please refrain from unacceptable behaviour such as talking (unless it is to make a direct class contribution), reading the newspaper, sleeping, or working on unrelated material.

- **Students are expected to abide by the regulations of the University of Regina.** Students are referred to the University Calendar for information on appeals, withdrawal dates, plagiarism, cheating and misconduct (academic and non-academic). Be sure that you read and understand these regulations.

Student Accessibility

- If there is any student in this course who may have a need for special accommodation, please come and discuss this with me and also contact the Centre for Student Accessibility at 306-585-4631 or accessibility@uregina.ca.

Other Specifications

- If necessary, I will change aspects of the information in this syllabus. If I do, I will notify you in class.

- Please read the syllabus carefully and note the grading system and attendance policy. I will assume that every student who remains enrolled in my course after the syllabus has been distributed has fully understood the class rules. Please also read the e-mails I am sending you. They may contain important information and are part of our class communication.

### Class Schedule

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Reading</th>
<th>Assignment due</th>
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<tbody>
<tr>
<td>Sept. 5</td>
<td>Course Outline, Introduction to Research and to the Research Project</td>
<td>Course Outline Chapter 1</td>
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<tr>
<td>Sept. 10</td>
<td>Client visit - Joel Graham, Financial Wellness Manager Officer, Conexus Credit Union</td>
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<td>Sept. 12</td>
<td>Defining the Marketing Research Problem and Developing an Approach</td>
<td>Chapter 2</td>
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<td>Sept. 17</td>
<td>Research Design</td>
<td>Chapter 3</td>
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<td>Sept. 19</td>
<td>Exploratory Research Design: Secondary Data</td>
<td>Chapter 4</td>
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<td>Sept. 24</td>
<td>Exploratory Research Design: Qualitative</td>
<td>Chapter 6</td>
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<tr>
<td>Date</td>
<td>Event</td>
<td>Chapters/Details</td>
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<td>Sept. 26</td>
<td>Descriptive Research Design: Survey and Observation</td>
<td>Chapter 7</td>
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<td>Oct. 1</td>
<td>Qualtrics workshop at the Library in LY 612 (take the elevator to the 6th floor) held by Cara Bradley Research &amp; Scholarship Librarian</td>
<td>Literature Review and Research Design due</td>
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<td>Oct. 3</td>
<td>NVivo workshop at the Library –in LY 107.32 (main floor) held by Cara Bradley Research &amp; Scholarship Librarian</td>
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<td>Oct. 8</td>
<td>Applications, Project work, Review for the exam</td>
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<td>Oct. 10</td>
<td>Midterm Exam</td>
<td>Ch. 1-4, 6-7</td>
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<td>Oct. 15</td>
<td>Measurement and Scaling: Fundamentals, Comparative Scaling Techniques</td>
<td>Chapter 9</td>
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<td>Oct. 17</td>
<td>Measurement and Scaling: Noncomparative Scaling Techniques</td>
<td>Chapter 10</td>
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<td>Oct. 22</td>
<td>Informed Consent, Questionnaire, Focus Group Protocol</td>
<td>Chapter 11</td>
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<td>Oct. 24</td>
<td>Informed Consent, Questionnaire, Focus Group Protocol – project work, in class</td>
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<td>Oct. 29</td>
<td>Applications, Project work- in class</td>
<td>Instrument(s)</td>
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<td>Oct. 31</td>
<td>Sampling: Design and Procedures, Sample Size Determination</td>
<td>Chapters 12, 13</td>
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<td>Data collection Instrument(s) and Process Plan due Please submit all project</td>
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<td>Nov. 5</td>
<td>Field Work: Data Collection, Data Preparation and Analysis Strategy</td>
<td>Chapters 14, 15</td>
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<td>Nov. 12</td>
<td>Basic Analysis: Frequency Distribution and Cross-Tabulation - Intro to SPSS</td>
<td>Chapter 16</td>
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<td>Nov. 14</td>
<td>Applications, Project work-in class</td>
<td>End data collection</td>
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<td>Nov. 19</td>
<td>Data Analysis: Hypothesis Testing Related to Differences, Regression</td>
<td>Chapter 17, 18</td>
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<td>Nov. 21</td>
<td>Report Preparation and Presentation</td>
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<td>Project work-in class</td>
<td>Chapter 19</td>
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<td>Nov. 26</td>
<td>Applications, Project work-in class</td>
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<td>Nov. 28</td>
<td>Check projects for completeness. Share experiences. Work on the presentations.</td>
<td>Findings and Conclusion due Please submit all project</td>
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<td>Dec. 3</td>
<td>Presentations to the client</td>
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<td>Dec. 5</td>
<td>Wrap up day; review for the final exam</td>
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<tr>
<td>Dec. 19</td>
<td>Final Exam – 9am-11:00am</td>
<td>Ch. 9-19</td>
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