COURSE OUTLINE - Marketing Research – BUS 413-001, Winter 2020

Class Time: TR from 1pm to 1:15pm in ED 619
Instructor: Magda Cismaru, Ph.D., Professor of Marketing, Conexus Research Scholar in Financial Wellbeing
Office: ED 565.2
Phone: 306-585-5407
Email: Magdalena.Cismaru@uregina.ca
Office Hours: Before class or by appointment
Prerequisites: Before class or by appointment

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:

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 40%
  - Literature, Design, Instrument(s) 20%
  - Final project that includes Findings and Conclusion 15%
  - Presentation, class participation, research pool 5%
- Midterm exam 25%
- Final exam 35%
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.
- “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 Angie Sales Guevara, Leader, Customer Solutions at SaskEnergy. Below are some research issues Angie has e-mailed us:

“ExpressAddress is a joint initiative between the City of Regina, the City of Saskatoon, SaskPower, SaskTel, SaskEnergy and SGI with the goal of delivering enhanced customer services to Saskatchewan residents. By allowing people to transfer, connect or disconnect services and update their address when moving with multiple organizations at once on their desktop or smart devices, ExpressAddress helps customers save time and avoid duplication of effort.
With your help we would like to learn more about:
- Saskatchewan renters and their behavior
- Client experience using the application

Additionally, we would like satisfaction survey proposals to revamp our current format. This will help understand how well we are serving our customers, guide advertising decisions, and identify other opportunities for application improvement.”

Angie and her colleagues also recently identified a couple of SaskEnergy items they would appreciate some help with. Below is what she e-mailed us:
- “Paperless Billing: Currently SaskEnergy is looking to increase the number of customers that receive electronic bills. While our numbers have improved, it is clear that a number of customers prefer to receive a bill in the mail. We would like to learn why customers choose not to go paperless and how can we incentivize them?” and
- “Customer Portal: It is very exciting times here at SaskEnergy as we are in the process of renovating our website and customer portal. It is critical for us to design something that will bring value to our customers and provides them with the information they need. Before
we begin with the design process, we would like to gather some data and learn about what our customers want in a portal.”

You may choose to work on one of these topics or any other topic you may find of interest, but if you choose a different topic, please check with me before doing significant work.

The project should ideally address the following:

**Secondary Data (Literature Review)**

State the research purpose, research questions, and/or objectives. Conduct a review of secondary information and primary sources to obtain background information (please 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, please revise 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.

**Design**

Explain how you are going to obtain the information needed. 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). Shortly discuss your 6W’s (how do you plan to collect your data; who should be interviewed, when, where, etc.).

**Data Collection Instrument(s)**

Develop an informed consent and a questionnaire (or a focus group protocol, etc.) to collect your data and test your hypotheses (if any) and to be able to provide recommendations to the client. Pretest your instrument(s) (you can do it in class) and improve it. Describe how you improved your instruments based on the pretest.

**Findings and Conclusion**

Revise your first submission and instrument(s) as needed. 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 (NOT proved) by data. Write specific recommendations for your 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.

- Several sessions will be used to work on the projects in class, therefore plenty of opportunities to ask questions and clarifications. 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, may be “open book”, and/or may refer to the project (10% 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.

**Presentation, class participation, research pool**
Class contribution may be assessed based on making a short presentation to the colleagues or to the client (optional) or a little test (Kahoot), but also, using the Participant Research Pool to collect data, participating in discussions in class, attending classes, being disciplined and respectful to me and to your colleagues.

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. 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. I will assume that every student who remains enrolled in my course after the syllabus has been discussed 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.

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<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Reading</th>
<th>Assignment due</th>
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<tbody>
<tr>
<td>Jan. 7</td>
<td>Course Outline, Introduction to Research and to the Research Project</td>
<td>Course Outline Chapter 1</td>
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<td>Jan. 9</td>
<td>Defining the Marketing Research Problem and Developing an Approach</td>
<td>Chapter 2</td>
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<td>Jan. 14</td>
<td>Client visit – Angie Salas Guevara, Leader, Customer Solutions, SaskEnergy confirmed</td>
<td>Chapter 3</td>
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<td>Jan. 16</td>
<td>Research Design</td>
<td>Chapter 4</td>
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<td>Jan. 21</td>
<td>Exploratory Research Design: Secondary Data</td>
<td>Chapter 5</td>
<td>Know your team and</td>
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<td>Jan. 23</td>
<td>Applications, Project work</td>
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<td>Date</td>
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<td>Jan. 28</td>
<td>Exploratory Research Design: Qualitative Research</td>
<td>Chapter 6</td>
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<td>Jan. 30</td>
<td>Descriptive Research Design: Survey and Observation</td>
<td>Chapter 7</td>
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<td>Feb. 4</td>
<td>Midterm Exam</td>
<td>Ch. 1-4, 6-7</td>
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<td>Feb. 6</td>
<td>Measurement and Scaling: Fundamentals, Comparative Scaling Techniques</td>
<td>Chapter 9</td>
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<td>Feb. 11</td>
<td>Measurement and Scaling: Noncomparative Scaling Techniques</td>
<td>Chapter 10</td>
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<td>Feb. 13</td>
<td><em>Qualtrics workshop at the Library in LY 107.33 (main floor of the Library) held by Cara Bradley Research &amp; Scholarship Librarian</em></td>
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<td>Feb. 25</td>
<td>Informed Consent, Questionnaire, Focus Group Protocol</td>
<td>Chapter 11</td>
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<td>Feb. 27</td>
<td>Informed Consent, Questionnaire, Focus Group Protocol – project work, in class</td>
<td>Chapter 11</td>
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<td>Mar. 3</td>
<td>Applications, Project work- in class</td>
<td>Instrument(s)</td>
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<td>Mar. 5</td>
<td>Sampling: Design and Procedures, Sample Size Determination</td>
<td>Chapters 12, 13</td>
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<td>Mar. 10</td>
<td>Field Work: Data Collection, Data Preparation and Analysis Strategy</td>
<td>Chapters 14, 15</td>
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<td>Mar. 12</td>
<td>Basic Analysis: Frequency Distribution and Cross-Tabulation</td>
<td>Chapter 16</td>
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<td>Mar. 17</td>
<td>Applications, Project work-in class</td>
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<td>Mar. 19</td>
<td>Data Analysis: Hypothesis Testing Related to Differences, Regression</td>
<td>Chapter 17, 18</td>
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<td>Mar. 24</td>
<td>Report Preparation and Presentation Project work-in class</td>
<td>Chapter 19</td>
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<td>Mar. 26</td>
<td>Applications, Project work-in class</td>
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<td>Mar. 31</td>
<td>Guest speaker or work on projects/check projects for completeness. Share experiences. Work on the presentations.</td>
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<td>Apr. 2</td>
<td>NVivo workshop at the Library –in LY 107.32</td>
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<td>Apr. 7</td>
<td>Presentations to the client</td>
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<td>Apr. 9</td>
<td>Presentations; wrap up day; review for the final</td>
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<td>Apr. 23</td>
<td>Final Exam – 9am-11:00am</td>
<td>Ch. 9-19</td>
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