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**COURSE OUTLINE - Marketing Research – BUS 413-001, Fall 2023 - tentative**

Class Time: MW 1pm-2:15pm in Ed 558  
Instructor: Magda Cismaru, Ph.D., Professor of Marketing  
Office: ED 565.2  
Phone: 306-585-5407  
Email: [Magdalena.Cismaru@uregina.ca](mailto:Magdalena.Cismaru@uregina.ca)  
Office hours: Before and 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 research techniques used in business and in marketing with an applied orientation. Both theoretical and practical aspects of 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.

By the end of the semester, students should be able to conduct research based on secondary data (materials available on-line), but also primary data research (design a survey in Qualtrics).

**2. Recommended Textbook:**

Naresh K. Malhotra, *Basic Marketing Research*, 4th edition, Pearson Prentice Hall, ISBN-10: 0132544482 and ISBN-10 0-13-603795-X (E-Text).

**3. Course Details:**

The class notes (available on UR courses) provide the bulk of the material you need to study. The course is a combination of lectures, discussions, applications, and project work. Lectures will be designed to emphasize the main points of each chapter. In-class discussions and applications are scheduled almost every class. A class 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:**

Your course performance will be evaluated as follows:

- Midterm exam no. 1 – Chapters 1-4, 6, 7 25%
- Midterm exam no. 2 – Chapters 9-13 25%
- Research Project 25%
- Final exam – Chapters 14-19 25%

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### Grades

- Grades will be posted on UR Courses only. For your security, grades cannot be provided by phone or email. Requests for grade change will only 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.

### Exams

- Exams are scheduled in designated class time (please make sure you check the schedule and are available those times). Exams are based on the notes, textbook, and what was discussed in class. They will likely be in the multiple choice format and short answer format, closed-book and notes, individual, and timed.
- *Missed Exams* - An excused absence for exams may be granted to students on the basis of illness, accident, or other extreme and legitimate circumstances beyond their control. If a student is granted an excused absence for an examination 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. Supporting documentation is required and must be submitted before a deferral is approved. To be granted a deferred final exam a student has to be in good standing (passing marks) in the class.

### Marketing Research Project

Practical marketing research skills will be imparted through a marketing research project.

In this project you apply the material discussed in Chapters 1-11 and create your own research that includes secondary data (existent materials review) and primary data proposal (survey).

The project should address the following:

1. Title of the project, your name(s), short introduction where you specify your research purpose, management problem, marketing research problem and 3-5 specific research questions.
2. Literature review (secondary data) where you answer your research questions and specify hypotheses based on the information and the studies you found. Please incorporate academic sources (academic journal articles). Try to have at least 3-5 studies based on which you spell out a hypothesis. Use academic writing and properly cite all the references you use (including Google and ChatGPT) so the reader can easily find them and access them.
3. Use Qualtrics to create a survey to test your hypothesis. *The University provides students with online access to Qualtrics. On September 25 we will have a session at the library to show you how to use it.* Specify who will you be administrating the survey. Include a table showing how each hypothesis is tested by specific questions in your survey. Include a small informed consent at the beginning of your survey and use the questionnaire design list to improve your survey. Pretest your survey with a few friends.
4. Include a discussion focusing on the managerial implications. Discuss recommendations assuming that your hypothesis are supported by data.

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This semester assume you got hired by Health Canada and your manager is in charge of improving the lives of people living with chronic conditions (such as Asthma and Arthritis), particularly through diet and exercise. The manager wants to know, for example, what should people living with asthma be advised to eat and what foods they should avoid, to feel better? Choose one chronic condition and one or two colleagues to work as a team (by September 20). Finish your secondary research by October 25, so you can start working on your survey. Please do not e-mail me your projects and ask for general feedback. Instead, ask for specific questions that can be quickly and easily responded to in a return e-mail or e-mail me to schedule a meeting for more extensive issues. I will also provide individual or team feedback in class when we have project work.

**Use a 12' font size. Save your project as a pdf with your last name(s) and first name(s) and submit it on UR courses (in the assigned folder) by November 20 at 1pm. Submit also a hard copy in class. Make sure you print your survey, too, and include it with your hard copy submission.** Late submissions are not accepted and will receive a grade of zero (0%) unless approved in advance and/or proper documentation is provided.

*This course uses Turnitin software to identify plagiarism and unpermitted collaboration among students.*

### **Other General Information:**

UR Courses – Class notes, grades, messages, and others 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 provided 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.
- 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.
- 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.

**Recording of any kind or taking pictures is not allowed unless the instructor approves it.**

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 (some important information is provided in the Academic Integrity Handout file available on UR courses).

Student Accessibility - If there is any student in this course who may have a need for special accommodation, please e-mail 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 course outline. If I do, I will notify you by e-mail. Please read the course outline carefully. I will assume that every student who remains enrolled in my course after the first class when the course outline 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. The course is in-person, but we will switch to remote if necessary.

### **BUS 413 – TENTATIVE CLASS SCHEDULE**

<b>Date</b>	<b>Topic</b>
Aug. 30	Course Outline, Chapter 1 – Introduction to Marketing Research
Sept. 6	Chapter 1 – Introduction to Marketing Research
Sept. 11	Chapter 2 – Defining the Marketing Research Problem and Developing an Approach
Sept. 13	Chapter 3 – Research Design
Sept. 18	Chapter 4 – Exploratory Research Design: Secondary Data
Sept. 20	<i>Review, applications, project work – choose your project topic and your team</i>
Sept. 25	<i>Qualtrics at the library, on the main floor, in Regina room - led by Cara Bradley, Research &amp; Scholarship Librarian</i>
Sept. 27	Chapter 6 – Exploratory Research Design: Qualitative Research
Oct. 2	Chapter 7 – Descriptive Research Design: Survey and Observation
<b>Oct. 4</b>	<b>MIDTERM EXAM NO. 1</b>
Oct. 16	Chapter 9 - Measurement and Scaling: Fundamentals, Comparative Scaling Techniques
Oct. 18	Chapter 10 – Measurement and Scaling: Noncomparative Scaling Techniques
Oct. 23	Chapter 11 – Informed Consent, Questionnaire, Focus Group Protocol
Oct. 25	<i>Applications, project work – intro and secondary research due (1 and 2)</i>
Oct. 30	Chapter 12, 13 – Sampling: Design and Procedures, Sample Size Determination
Nov. 1	<i>Review and questions about the exam, applications, project work</i>
<b>Nov. 6</b>	<b>MIDTERM EXAM NO. 2</b>
Nov. 8	Chapter 14, 15 - Field Work: Data Collection, Data Preparation and Analysis Strategy
Nov. 13	Chapter 16, 18 – Basic Analysis: Frequency Distribution and Cross-Tabulation, Regression Analysis
Nov. 15	Chapter 17, 19 – Data Analysis: Hypothesis Testing Related to Differences, Report Preparation and Presentation
<b>Nov. 20</b>	<b>PROJECT DUE</b> <i>Individual feedback for surveys, filling out surveys</i>
Nov. 22,27	<i>Project feedback, analyze your project data</i>
Nov. 29	<i>Review and questions about the final exam</i>
Dec. 4	<i>Wrap-up day</i>
<b>Dec. 20</b>	<b>FINAL EXAM 9-10:15am</b>