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## MOS 3420G – 001 and 002 Marketing Research Winter 2021 Course Syllabus

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### 1. Course Information:

#### 1.1 Class Location and Time:

Distance Studies/Online

#### 1.2 Contact Information:

Instructor: Christy Tu

Office: Online meetings only

Office Hours: Monday 3-5 pm (using signup tool on OWL)

Phone: Online meetings only

Email: ktu7@uwo.ca

DAN Department of Management & Organizational Studies strives at all times to provide accessibility to all faculty, staff, students and visitors in a way that respects the dignity and independence of people with disabilities. Please contact the course instructor if you require material in an alternate format or if you require any other arrangements to make this course more accessible to you. You may also wish to contact Services for Students with Disabilities (SSD) at 519-661-2147 for any specific question regarding an accommodation.

More information about "Accessibility at Western" is available at: <http://accessibility.uwo.ca>

### 2. Calendar Description

#### 2.1 Course Description:

This course integrates the various research tools used within the social sciences and applies them to practical marketing research settings. The focus is on how to develop research designs, instruments, and methodologies to answer specific applied research questions and theories.

Antirequisite(s): MOS 3470F/G

Prerequisite(s): MOS 2320A/B or MOS 3320A/B and enrollment in 3rd or 4th year of BMOS.

Pre-or Corequisite(s): One of: MOS 2242A/B; Psychology 2820E; Sociology 2205A/B and Sociology 2206A/B; Statistical Sciences 2035.

#### 2.2 Senate Regulations

Senate Regulations state, "unless you have either the requisites for this course or written special permission from your Dean to enroll in it, you will be removed from this course and it will be deleted from your record. This decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisites."

This regulation is in regard to the COURSES required.

**Students not in BMOS are permitted to enroll in up to 1.0 MOS courses, per the Academic Timetable.**

### **3. Textbook**

McDaniel, Gates, Sivaramakrishnan, & Main (2013). *Marketing Research Essentials, 2nd Canadian Edition*, Hoboken, NJ: Wiley.

Additional readings available on OWL.

### **4. Course Objectives and Format**

The DAN Department of Management and Organizational Studies as a whole draws upon an evidence-based management approach. Evidence-based management is the systematic process of gathering evidence from multiple sources, critically appraising the evidence, and using that evidence in making and evaluating management decisions to improve organizational performance.

#### **4.1 Course objectives**

This course integrates the various research tools used within the social sciences and applies them to real-life marketing research settings. The course considers the role of marketing research in society and its relevance to firms and individuals, providing a strong basis for understanding how research is developed and informs evidence-based management and decision-making. The focus will be on how to develop research designs, instruments, and methodologies to answer specific applied research questions and theories. Marketing research is an applied management discipline that is crucial to understanding markets and customers in order to make better marketing decisions, or, in other words, to support evidence-based management.

#### **4.2 Course format**

The basic pedagogy in the course takes several forms. The lectures and the readings are the basis of knowledge acquisition. Lectures will be delivered in voice-over-PPT videos so that students can progress at their own pace. The reading assignments and application tasks will provide the opportunity to learn the concepts and theories of various marketing research topics, and to apply this knowledge in a systematic manner.

The weekly lectures will be released via OWL on Mondays in the morning.

### **5. Learning Outcomes**

Taking this course, students will gain the following experiences and skillsets:

1. Synthesizing social science research approaches, and developing knowledge and awareness of available research methods and tools/designs for discovering insights into marketing phenomenon and for collecting, compiling, and analyzing marketing data.
2. Identifying appropriate statistical tests to apply to marketing research questions, conduct, analyse and interpret research data, as well as infer conclusions and apply the findings to reconstruct marketing theories and strategies.
3. Generate and design a marketing study to investigate and solve a novel and managerially relevant research question. Students will gain experience formulating a research question, constructing a theoretical framework from an identification and interpretation of relevant

literature, and generate hypotheses. They will apply their learned knowledge in justifying appropriate research design, data collection, and statistical techniques, identify the limitations of the proposed research, and conclude managerial and theoretical implications of the research.

4. Refine essay-writing skills by formulating and composing a research proposal; practice communication and critical thinking skills, as well as manage peer learning by debating, investigating, explaining, and demonstrating scientific methods and statistics.

## 6. Evaluation

There are four major evaluation components in this course:

Weekly Assignment = 25%

Tri-council Research Ethics Certification (TCPS 2 Core) = 5%

Midterm Exam (February 22; week 6) = 15%

Marketing Research Group Project (due final class) = 40%

Final Exam (during examination period schedule by the Registrar) = 15%

Total = 100%

### Exams:

Exams will use multiple choice and short-answer questions **in format**. Each exam, in total, will be scheduled for **1 hour** and all exams are **closed book examinations**. **It will not be possible to return to an already-answered question. Dictionaries, calculators, and other electronic devices of any kind (including cell phones, smart watches) are NOT allowed to use for the exams.**

Students are responsible for material covered in the lectures as well as the assigned chapters/sections in the text. Exams will not be returned to students but may be reviewed by contacting your instructor.

The final exam will be cumulative.

### 6.1 Weekly assignment (individual): on-going

Throughout the term there will be a total of six individual assignment. These assignments assess your understanding of and your ability to apply concepts from class. Each assignment is worthy of 5% of the total mark, the best **5** grades will be counted towards the final grade.

### 6.2 Tri-council Research Ethics Certification (TCPS 2 Core)

Due date: February 5, 2021 week 5

You will complete the **first four units** of the tri-council research ethics certification course online. You must submit a screen shot of your successful completion of the first four units by the deadline to receive credit. You will complete the certification online by accessing the following link: <https://tcps2core.ca/welcome>. Due date is noted on the schedule below. Note that this takes several hours to complete—please plan accordingly. There are a number of optional exercises and videos within the program—you should follow the “social sciences” option and do not need to complete the other tracks. You may choose to complete the entire course if you wish. This will earn you an ethics certification which you may find useful if you hope to work as a research assistant for a professor. However, completing the entire course will not give you bonus grades.

### 6.3 Midterm Exam

Time: 12:00 pm (EST), February 22, 2021; Week 6

For make-up exam policies, see **section 14.2**

#### **6.4 Group project:**

Due Date:

Research proposal – uploaded to OWL, February 1, 2021; Week 4

Research design and questionnaire – share your questionnaire with the instructor via Qualtrics, March 1, 2021; Week 7

Final report – uploaded to OWL, April 5, 2021, Week 12.

During the course, you will be involved in a group project. As the first step, students must form teams of 4-5 members each. Each team will work on a project of your interest. The primary objective of the project is to provide you with experience in applying the concepts and methods of marketing research.

The project will be completed in three stages:

Stage 1 will involve defining the marketing research problem and come up with a research proposal. This proposal is counted as your first group assignment and contributes 5% to your final project grade;

Stage 2 will involve designing the survey questionnaire for your project study. This part is your second group assignment and contributes another 10% to your final grade.

Stage 3 will involve collecting and analyzing the data, reporting the findings and writing the formal report. This is worth 25% of your final grade.

Detailed guideline and requirements of the group project are available in the handout to be distributed separately.

Note on Statistical Analysis: You may use any software package you like to analyse your data.

Depending on what analyses are needed for your project, either EXCEL or SPSS may suffice.

Both packages are menu-driven, user-friendly and available in the school computer labs. Instructor will also review the basic functions of those software packages in class.

#### **6.4 Final Exam**

Date: TBA – during final exam period; Wednesday, April 14, 2021 to Friday, April 30, 2021.

Students are **REQUIRED TO COMPLETE ALL COMPONENTS** of this course. There are no exceptions to this. Extra assignments to improve grades **will NOT** be allowed.

**Grades will not be adjusted on the basis of need. It is important to monitor your performance in the course. Remember: You are responsible for your grades in this course.**

The DAN Department has a grade policy which states that for courses in the 3000-4000 range, the class average must fall between 70% and 77% for all sections of a course taught by the same instructor. In very exceptional circumstances only, class averages outside this range may be approved by the Undergraduate Chair or Chair. Class averages are not grounds for appeal.

## **7. Lecture and Examination Schedule**

Week 1 (January 11): Introduction to Marketing Research                      Ch. 1, 2

- Syllabus, Class overview
- Introduction to Marketing Research
- Marketing Research Process

Week 2 (January 18): Research Design and Exploratory Research Ch. 3, 4

- Research Design
- Exploratory Research: Secondary & Standardized Data Source
- Exploratory Research: Qualitative Methods

\*Form your group

\*Individual assignment 1 due

Week 3 (January 25): Descriptive Research Ch. 5, 6

- Descriptive Research: Survey
- Descriptive Research: Measurement and Scaling

\*Individual assignment 2 due

Week 4 (February 1): Descriptive Research Cont'd Ch. 7-9

- Descriptive Research: Questionnaire Design

\*Research proposal due

Week 5 (February 8): Causal Research Ch. 10

- Causal Research: Experimentation
- Experimental settings and validity
- Experimental design, treatments and effects

\*Screen shot showing completion of first 4 modules in TCPS2 ethics program due

\*February 13 – February 21 Spring Reading Break\*

Week 6 (February 22) Midterm 1

\*Individual assignment 3 due

Week 7 (March 1) Statistics review

\*Research questionnaire due

Week 8 (March 8) Sampling Ch. 11, 12

- Sampling Fundamentals

- Sampling Error
- Sample Size Calculation

Week 9 (March 15) Fundamentals of Data Analysis Ch. 13

- Fundamentals of Data Analysis
- Data Analysis: Hypothesis Testing-Test of Difference

\*Individual assignment 4 due

Week 10 (March 22) Data Analysis Cont'd Ch.14

- Data Analysis (cont'd): Hypothesis Testing-Test of Association
- Data Analysis (cont'd): Hypothesis Testing-ANOVA

\*Individual assignment 5 due

Week 11 (March 29) Data Analysis Cont'd Ch.14

- Special Topics in Data Analysis (1): Correlation Analysis
- Special Topics in Data Analysis (2): Regression—Simple + Multiple

Week 12 (April 5) Data Analysis Cont'd + Communicating Research Findings Ch.14, 15

- Special Topics in Data Analysis (3): Logistic Regression
- Present the Research Findings
- Final Exam Review

\*Individual assignment 6 due

\*Final report due

\*Wednesday, April 14, 2021 to Friday, April 30, 2021: Final examination period\*

## 8. Student Responsibilities

Students should familiarize themselves with Western University Senate Regulations, please see: [http://www.uwo.ca/univsec/academic\\_policies/index.html](http://www.uwo.ca/univsec/academic_policies/index.html).

Material covered in lectures will not always be the same as material covered in the textbook. These two sources should be viewed as complimentary and not redundant. As such, students who want to do well in this course are **strongly encouraged** to attend lectures on a regular basis. Please note that the instructor will not be providing copies of lectures notes or overheads. Therefore, if you miss a lecture, you should try to obtain this material from another student.

## 8.1 Respect

Please act respectfully towards the classroom, the Professor and your fellow students. Acting respectfully means arriving on time, turning off phones, avoiding private discussions during lectures, refraining from viewing non-course material on your laptops, and cleaning up after yourself. Acting respectfully provides a better learning experience for everyone.

Private in-class discussions are distracting to students and the Professor. If other students are distracting your attention from the material, you should ask them to be quiet. If you feel uncomfortable doing this (or the problem persists), please see the instructor.

Late arrivals are also distracting. Please try to arrive on time for classes.

## 8.2 No Recording of Classes

Students are not permitted to record any portion of a class, audio or video, without the prior written permission of the professor.

## 8.3 Copyright Notice

Lectures and course materials, including power point presentations, outlines, and similar materials, are protected by copyright. You may take notes and make copies of course materials for your own educational use. You may not record lectures, reproduce (or allow others to reproduce), post or distribute lecture notes, wiki material, and other course materials publicly and/or for commercial purposes without my written consent.

## 9. Exam Policies

- Exams will be multiple choice and short answer questions in format. Each exam, in total, will be scheduled for 1 hour and all exams are closed book examinations.
- No other browsers or programs may be open while an exam is in progress.
- It will not be possible to return to an already-answered question.

## 10. E-mail Policies

The following policies apply to all emails between students and the Professor. Please respect the fact that the Professor receives hundreds of emails from students and must deal with those emails in a fair and organized manner. Unacceptable emails will receive a reply saying only "Please see Email Policies on the course outline".

### 10.1 UWO.CA Email Addresses Only

For privacy reasons, students must use their Western email accounts to contact the Professor. The Professor will not respond to emails from non-uwo.ca addresses (e.g. hotmail.com, gmail.com, etc.).

### 10.2 Subject Line Must Include Course and Section Number

The subject line of emails must contain the name or number of the course, and the section number in which the student is enrolled. The Professor teaches different courses and sections and cannot properly respond to questions if he does not know which course or section you are enrolled in.

### 10.3 Acceptable Emails

- questions about the course content or materials
- asking to set up an appointment to ask questions or review an exam
- notification of illness or other special circumstances
- providing constructive comments or feedback about the course

## 10.4 Unacceptable Emails

- questions that may be answered on OWL or on this course outline
- asking when grades will be posted
- asking what grade a student received
- asking where or when an exam is scheduled or the material covered on an exam
- requests for grade increases, extra assignments, or reweighting of course components

## 11. Attendance

### 11.1 Short Absences.

If you miss a class due to minor illness or other problems, check your course outlines for information regarding attendance requirements and make sure you are not missing a test or exam. Cover any readings and arrange to borrow the missed lectures notes from a classmate.

### 11.2 Extended Absences.

If you are absent more than approximately two weeks or if you get too far behind to catch up, you should consider reducing your workload by dropping one or more courses. The Academic Counsellors can help you to consider the alternatives. At your request, they can also keep your instructors informed about your difficulties.

## 12. Grade Fairness

Fairness requires that all students be treated equally and be evaluated using the criteria set out in this course outline. The evaluation criteria are based on actual achievement and not on how hard a student has tried.

Claims by students of an excellent academic history, good attendance record, need to obtain or maintain a scholarship, desire to be admitted to Ivey or graduate school, or other personal issues, cannot be used to justify a higher grade in the course or a reweighting of course components. There is no extra work or assignments available for extra credit or to “make up” for a course component that was missed or performed poorly.

## 13. Posting of Grades

Midterm exam grades will be posted on OWL once the grades are available. Final exam grades and final course grades are not posted on OWL and are available once they have been posted by the Registrar under “Academic Summary” at the Student Centre website.

## 14. University Policy Regarding Illness

### 14.1 Illness

For details on University Policy and student responsibilities go to:

[https://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/Academic\\_Consideration\\_for\\_absences.pdf](https://www.uwo.ca/univsec/pdf/academic_policies/appeals/Academic_Consideration_for_absences.pdf)

The current Illness Policy is available here (subject to change):

[https://dan.uwo.ca/undergraduate/course\\_information/IllnessPolicy.pdf](https://dan.uwo.ca/undergraduate/course_information/IllnessPolicy.pdf)

### 14.2 Make Up Examinations

The student must write a make-up exam if the regularly scheduled exam is missed for reasons for which adequate documentation is received by the instructor (this documentation must be supplied by the **Academic Counseling office**). If you have a conflict with one of the exam dates, it is your responsibility to **discuss it with me by the add/drop date and provide documentation of the**



**conflict.** If your documentation is approved, you will be allowed to write a make-up exam at the newly scheduled time. Make-up exams may or may not be the same format as the regularly scheduled exam.

If you miss an exam due to illness or other unforeseen reason, you must email me within 24 hours of the regularly scheduled exam and **provide documentation** of the reason for missing the exam to your Academic Counsellor. I strongly urge you to visit a doctor on the day of the missed exam to obtain documentation of your illness. If your Academic Counsellor and I agree that your reason for missing the exam is legitimate and supported by your documentation, you will be allowed to write a make-up exam at a new time scheduled.

Make-up exams may or may not be the same format as the regularly scheduled exam. If a student is unable to meet the scheduled make-up as agreed, then the student is responsible for obtaining new accommodations from Academic Counselling, and seeking a new make-up date with the instructor within a reasonable time frame.

## **15. University Policy on Cheating and Academic Misconduct**

Students are responsible for understanding the nature of and avoiding the occurrence of plagiarism and other academic offenses. Students are urged to read the section on Scholastic Offenses in the Academic Calendar. Note that such offenses include plagiarism, cheating on an examination, submitting false or fraudulent assignments or credentials, impersonating a candidate, or submitting for credit in any course without the knowledge and approval of the instructor to whom it is submitted, any academic work for which credit has previously been obtained or is being sought in another course in the University or elsewhere. If you are in doubt about whether what you are doing is inappropriate, consult your instructor. A claim that "you didn't know it was wrong" will not be accepted as an excuse.

A copy of guidelines about how to avoid cheating can be obtained from the office of the Ombudsperson, Room 3135 WSSB, (519) 661-3573, [ombuds@uwo.ca](mailto:ombuds@uwo.ca).

Cheating on exams will not be tolerated; students are referred to the university policy on scholastic offenses. Looking at the test of another student, allowing another student to view your exam, or obtaining information about a test in advance are all examples of cheating.

Students found cheating will receive a zero (0%) on that exam. A number of safeguards will be employed to discourage cheating. For example, examination supervisors (proctors) of the tests may ask students to move to another seat during the exam, cover their paper, avert their eyes from other students' papers, remove baseball caps, etc. This is not meant as a personal affront nor as an accusation of cheating, rather as vigilant attempts at proctoring.

The penalties for a student guilty of a scholastic offense include refusal of a passing grade in the assignment, refusal of a passing grade in the course, suspension from the University, and expulsion from the University.

## **16. Procedures for Appealing Academic Evaluations**

1. In the first instance, all appeals of a grade must be made to the course instructor (informal consultation).
2. If the student is not satisfied with the decision of the course instructor, a written appeal must be sent to the Undergraduate Chair: Student Affairs of the Department of Management and Organizational Studies.
3. If the response of the Undergraduate Chair is considered unsatisfactory to the student, he/she may then appeal to the Dean of the Faculty in which the course of program was taken.
4. Only after receiving a final decision from the Dean may a student appeal to the Senate Review Board Academic. A Guide to Appeals is available from the Ombudsperson's Office.

## 17. Support Services

### 17.1 Support Services

The Registrar's office can be accessed for Student Support Services at <http://www.registrar.uwo.ca>  
Student Support Services (***including the services provided by the USC listed here***) can be reached at: <http://westernusc.ca/your-services/>

Student Development Services can be reached at: <http://www.sdc.uwo.ca/>

Students who are in emotional/mental distress should refer to Health and Wellness at Western University: <https://www.uwo.ca/health/> for a complete list of options about how to obtain help.

### 17.2 Academic Concerns.

If you are in academic difficulty, it is strongly recommended that you see your academic counsellor.