

## **Management and Organizational Studies 3470F Applied Marketing Research**

### **Contact Information**

Instructor:  
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Email:  
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Office Hours:  
By appointment

### **Class Information**

Thursdays  
11:30 AM-2:30 PM  
Room BR-135

### **COURSE DESCRIPTION**

Management and Organizational Studies (MOS) 3470F is an introductory course in marketing research. This course explores the nature of marketing research, problem definition and the research process. It covers the various types of research (secondary, qualitative, experimental, observational and questionnaire) and gives students practice developing marketing research proposals. Students will learn about sampling, data processing, analysis and presentation of results.

### **COURSE LEARNING OUTCOMES**

At the end of this course students will be able to:

1. Evaluate research proposals and reports
2. Define marketing and marketing research problems
3. Pick the best research design
4. Design and evaluate questionnaires
5. Select the most appropriate sampling procedure
6. Know how and when to use focus groups
7. Measure the market potential for a new product or service
8. Analyze data, make conclusions and communicate results
9. Demonstrate expected workplace behavior, for example, participation, persuasion, leadership, collaboration, engagement and attendance.

In addition, students will have the opportunity to further develop the following Brescia Competencies:

**Communication** includes the articulation of one's ideas, developing informative and persuasive arguments in all forms of communication, understanding the communication context. Students will also develop interpersonal communication skills including working with others in groups, sharing opinions, resolving conflicts, offering ideas, listening to others, asking questions, and demonstrating effective nonverbal behaviours.

**Problem Solving** includes the development of a problem statement, identification of proposed solutions, selection of a solution, evaluation of that solution, iteration based on communication and feedback from the proposed customer. The student will be able to identify what she knows about the problem, her assumptions and biases, and will test her assumptions.

**Critical Thinking** involves reasoning, a process where we create arguments by connecting thoughts together so that some thoughts (premises) provide support for other thoughts (conclusions). There are three basic skills involved in critical thinking: interpretation, verification and reasoning. The first skill comprises understanding how words express or fail to express thoughts, expressing clearly what we mean, and discerning an argument's structure. The second skill involves determining whether premises are acceptable. And the third skill encompasses evaluating whether premises make it reasonable accept the conclusion.

## COURSE MATERIALS

McDaniel, Gates, Sivaramakrishnan,& Main. (2013) Marketing Research Essentials, 2<sup>nd</sup> Canadian Edition.

This text will be available on reserve at Brescia Library.

## COURSE PREREQUISITES AND ANTIREQUISITES

Pre-requisite: MOS 2320A/B or MOS 3320A/B **and** enrollment in 1) 3rd or 4th year of MOS; or 2) Food Management Major; or, 3) with permission of the instructor.

Pre- or Co-requisite: **One of:** MOS 2242A/B; SOC 2205A/B; Statistical Science 2035; PSYCH 2850A/B

Anti-requisite: MOS 2295A/B (if taken in 2010/11); MOS 3420F/G; BUSINESS ADMIN 4481Q/R/S/T; MOS 395A/B (if taken in 2007-08)

## COURSE STRUCTURE AND CONTENT

Date	Readings and Additional Topics	Assignments, Exams
September 8	Course Overview, Learning Outcomes and Class Expectations  Introductions  The Role of Marketing Research in Management and Decision-Making  Careers in Marketing Research  Marketing Research Ethics	Chapter 1 (including appendices)
September 15	Problem Definition, Exploratory Research and the Research Process	Chapter 2
September 22	Secondary Data Collection and Management	Chapter 3
September 29	Qualitative Research  Comprehensive Case Analysis Detail Provided	Chapter 4
October 6	Primary Data Collection: Observation and Survey	Chapter 5 Chapter 8

October 13	The Concept of Measurement and Attitude Scales  Online Marketing Research	Chapter 6 Chapter 9
October 20	Mid-term exam (in class)	Mid-term exam (in class)
October 27	Fall Study Break	Fall Study Break
November 3	Questionnaire Design  Primary Data Collection: Experimentation and Test Marketing	Chapter 7  Chapter 10
November 10	Basic Sampling Issues  Sample Size Determination	Chapter 11  Chapter 12
November 17	Data Processing, Fundamental Data Analysis, and the Statistical Testing of Hypotheses	Chapter 13
November 24	Statistical Tests of Relation and Difference	Chapter 14
December 1	Communicating the Research Results and Managing Marketing Research	Chapter 15  Comprehensive Case Analysis Due at the Beginning of Class
December 8-9	University Study Days – No Class	University Study Days – No Class
EXAM	Exam period; December 10-21.  Specific date TBD	Exam

With the exceptions of the mid-term exam, class time will be used for lectures and activities designed to facilitate student comprehension of the material.

## EVALUATION

Component	Timing	Learning Objective	Brescia Competency	Weight
Contribution	Throughout the semester	9	Communication, Problem Solving, Critical Thinking	15%
Mid-term exam (in class)	Thursday, October 20	1,2,6	Communication, Problem Solving, Critical Thinking	20%
Comprehensive Case Analysis: Muskoka Lakehouse Restaurants, Inc.	Thursday, December 1	2,3,4,5,6,7,8	Communication, Problem Solving, Critical Thinking	35%
Final Exam	Exam period; December 10-21. Specific date TBD	4,5,7	Communication, Problem Solving, Critical Thinking	30%

Students must **complete all elements of evaluation** to receive a passing grade in the course. There will be no re-weighting of components within the course unless a student has received an academic accommodation. Please note that grades cannot be adjusted based on need. Your mark in the course will be the mark that you earn based on your demonstrated understanding of the course content. Extra credit assignments are not available and tests and exams cannot be rewritten to obtain a higher mark.

Once a student has written a test or examination she is committed to the mark earned. Late assignments without an academic accommodation will receive a "0". All required assignments are subject to submission for textual similarity review to the commercial plagiarism detection software under license to source documents in the reference database to detect plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between Western University and Turnitin.com (<http://www.turnitin.com>).

### Evaluation Component Descriptions

#### Contribution

Students will be expected to come to class prepared to actively engage in class – this will not be possible without careful readings of the assignments prior to class. Contribution will include active, engaged listening to the instructor and other students, active, respectful participation in class discussions and exercises. Missed classes, tardy attendance or disengaged attendance (for example, using social media during class) will negatively affect contribution marks. Please see instructor early in the semester if you have any concerns or questions about contribution.

#### Comprehensive Case Analysis: Muskoka Lakehouse Restaurants, Inc.

This is an individual assignment. You are required to conduct an analysis of the **Muskoka Lakehouse Restaurants, Inc.** case, applying key Marketing Research concepts and techniques. This is a comprehensive case and the expectation is that you will work on it over the course of the semester, seeking out feedback from the instructor as necessary. You will be provided with written instructions, including how to access the case materials, for this assignment during the Week 4 class.

**Mid-term Exam**

The mid-term exam will cover all material in chapters 1-6 and 8 and 9 of the text and all content covered during class time in weeks 1-6 of the course. The format may include multiple choice, short answer, long answer, essay and case analysis.

**Final Exam**

The final exam will cover all material in the text and all content covered during class time over the course of the semester. The format may include multiple choice, short answer, long answer, essay and case analysis.

**A Note Regarding Email**

Please refer to the following guidelines regarding the use of email in this course:

1. Email is fine for sharing information and for setting up meetings and appointments.
2. It is useful for simple questions of clarification, but not ideal for anything more complex. In those cases, please make an appointment with me. This includes questions about grades or group dynamics.
3. Please ensure you use tone and language appropriate to a professional environment in your emails. If you are unclear about what this might entail, don't hesitate to reach out.
4. I will check email on a daily basis Monday through Friday during normal business hours during the term. I will respond to your emails as promptly as possible, usually within one business day. (Please keep this in mind especially as you approach key deadlines and tests/exams so you don't get stuck!)

**Appointments**

Please make an appointment if you wish to meet with me. Appointments can be arranged by approaching me after class or by sending an email to set up a mutually convenient time.

Make sure to be on time, have an objective for the discussion and bring a copy of your paper or exam if you wish to discuss it.

**Privacy**

In order to respect privacy laws, and the privacy of individual students, the only methods student grades will be communicated will be via OWL, direct contact with me or on a test/exam/report/essay paper. I am not able to email your grade to any email address.

Student grades are confidential. Please take this into consideration when sharing your grades or asking others to share their grades. Your choice to share your grades will not be taken into consideration in any grading decision made and in order to respect the privacy of each student, I will only discuss individual grades with the student in question.

The University is committed to protecting specific types of information, which, if disclosed, could reasonably be expected to result in harm to the University, an identifiable individual, or a third party. As a result, I am not able to release any information including, but not limited to, a student's personal information, attendance or grade records, to anyone other than the individual involved.

**Dropping a Course**

In order to drop a course without academic penalty, you must drop the course by the following date:

Fall Term Half Credit Course            November 5

For further details, check the online academic calendar in the registrar's website or check with your academic advisor.

To book an appointment with one of Brescia's Senior Academic Advisors, call 519.432.8353, extension 28266.

## 2016-17 BRESCIA UNIVERSITY COLLEGE ACADEMIC POLICIES AND REGULATIONS

### 1. POLICY REGARDING MAKEUP EXAMS AND EXTENSIONS OF DEADLINES

When a student requests academic accommodation (e.g., extension of a deadline, a makeup exam) for work representing 10% or more of the student's overall grade in the course, it is the responsibility of the student to provide acceptable documentation to support a medical or compassionate claim. All such requests for academic accommodation **must** be made through an Academic Advisor and include supporting documentation. Academic accommodation for illness will be granted only if the documentation indicates that the onset, duration and severity of the illness are such that the student could not reasonably be expected to complete her academic responsibilities. Minor ailments typically treated by over-the-counter medications will not normally be accommodated. Documentation shall be submitted as soon as possible to the student's Academic Advisor indicating the period of illness and when the student should be able to resume academic responsibilities. Students must submit their documentation along with a request for relief specifying the nature of the accommodation being requested no later than two business days after the date specified for resuming responsibilities. Appropriate academic accommodation will be determined by the Dean's Office in consultation with the student's instructor(s). Please note that personal commitments (e.g., vacation flight bookings, work schedule) which conflict with a scheduled test, exam or course requirement are **not** grounds for academic accommodation.

A UWO Student Medical Certificate (SMC) is **required** if a student is seeking academic accommodation on medical grounds. This documentation should be obtained at the time of the initial consultation with the physician/nurse practitioner or walk-in clinic. A SMC can be downloaded from: <http://www.westerncalendar.uwo.ca/2016/pg117.html> The student must request documentation sufficient to demonstrate that her ability to meet academic responsibilities was seriously affected. Please note that under University Senate regulations documentation stating simply that the student "was seen for a medical reason" or "was ill" is **not** adequate to support a request for academic accommodation.

Whenever possible, requests for academic accommodation should be initiated in advance of due dates, examination dates, etc. Students must follow up with their professors and Academic Advisor in a timely manner.

The full policy on requesting accommodation due to illness can be viewed at: [http://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/accommodation\\_illness.pdf](http://www.uwo.ca/univsec/pdf/academic_policies/appeals/accommodation_illness.pdf)

### 2. ACADEMIC CONCERNS

If you feel that you have a medical or personal problem that is interfering with your work, contact your instructor and Academic Advisor as soon as possible. Problems may then be documented and possible arrangements to assist you can be discussed at the time of occurrence rather than on a retroactive basis. Retroactive requests for academic accommodation on medical or compassionate grounds may not be considered.

If you think that you are too far behind to catch up or that your work load is not manageable, you should consult an Academic Advisor. If you consider reducing your workload by dropping one or more courses, this must be done by the appropriate deadlines (refer to the Registrar's website, [www.registrar.uwo.ca](http://www.registrar.uwo.ca), for official dates). You should consult with the course instructor and the Academic Advisor who can help you consider alternatives to dropping one or more courses. *Note that dropping a course may affect OSAP eligibility and/or Entrance Scholarship eligibility.*

The Dean may refuse permission to write the final examination in a course if the student has failed to maintain satisfactory academic standing throughout the year or for too frequent absence from the class or laboratory (<http://www.westerncalendar.uwo.ca/2016/pg130.html>)

### 3. ABSENCES

**Short Absences:** If you miss a class due to a minor illness or other problems, check your course outline for information regarding attendance requirements and make sure you are not missing a test or assignment. Cover any readings and arrange to borrow notes from a classmate. Contact the course instructor if you have any questions.

**Extended Absences:** If you have an extended absence, you should contact the course instructor and an Academic Advisor. Your course instructor and Academic Advisor can discuss ways for you to catch up on missed work and arrange academic accommodations, if appropriate.

#### 4. POLICY ON CHEATING & ACADEMIC MISCONDUCT

Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, at the following Web site: <http://www.westerncalendar.uwo.ca/2016/pg113.html>

Students are responsible for understanding the nature of and avoiding the occurrence of plagiarism and other academic offences. Students are urged to read the section on Scholastic Offences in the Academic Calendar. Note that such offences 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. Students are advised to consult the section on Academic Misconduct in the Western Academic Calendar.

If you are in doubt about whether what you are doing is inappropriate or not, consult your instructor, the Student Services Centre, or the Registrar. A claim that "you didn't know it was wrong" is not accepted as an excuse.

The penalties for a student guilty of a scholastic offence (including plagiarism) 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.

##### **Plagiarism:**

Students must write their essays and assignments in their own words. Whenever students take an idea or a passage from another author, they must acknowledge their debt both by using quotation marks where appropriate and by proper referencing such as footnotes or citations. Plagiarism is a major academic offence (see Scholastic Offence Policy in the Western Academic Calendar).

All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between The University of Western Ontario and Turnitin.com.

##### **Computer-marked Tests/exams:**

Computer-marked multiple-choice tests and/or exams may be subject to submission for similarity review by software that will check for unusual coincidences in answer patterns that may indicate cheating. Software currently in use to score computer-marked multiple-choice tests and exams performs a similarity review as part of standard exam analysis.

#### 5. PROCEDURES FOR APPEALING ACADEMIC EVALUATIONS

All appeals of a grade must be directed first to the course instructor. If the student is not satisfied with the decision of the course instructor, a written appeal signed by the student must be sent to the Department Chair. If the response of the department is considered unsatisfactory to the student, she may then submit a signed, written appeal to the Office of the Dean. 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, or you can consult an Academic Advisor. Students are advised to consult the section on Student Academic Appeals under Academic Rights and Responsibilities in the Western Academic Calendar (<http://www.westerncalendar.uwo.ca/2016/pg112.html>)

#### 6. PREREQUISITES AND ANTIREQUISITES

Unless you have either the prerequisites for a course or written special permission from your Dean to enroll in it, you will be removed from the 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 prerequisite(s).

Similarly, you will also be deleted from a class list if you have previously taken an antirequisite course unless this has the approval of the Dean. These decisions may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course because you have taken an antirequisite course.

#### 7. SUPPORT SERVICES

The Brescia University College Registrar's website, with a link to Academic Advisors, is at <http://brescia.uwo.ca/academics/registrar-services/>. The website for the Student Development Centre at Western is at <http://www.sdc.uwo.ca/>. Students who are in emotional/mental distress should refer to Mental Health @



Western [http://uwo.ca/health/mental\\_wellbeing/](http://uwo.ca/health/mental_wellbeing/) for information including a complete list of options about how to obtain help.

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Portions of this document were taken from the Academic Calendar, the Handbook of Academic and Scholarship Policy and the Academic Handbook of Senate Regulations. This document is a summary of relevant regulations and does not supersede the academic policies and regulations of the Senate of the University of Western Ontario.