Business Administration

Course Number:	**BUAD 210**
Course Title:	**INTRODUCTION TO MARKETING RESEARCH**
Credits:	3
Calendar Description:	This course introduces research theory and methodology as they relate to effective decision-making in business. Emphasis is on research design in exploratory and qualitative research. Topics include secondary research and primary and qualitative research concentrating on interviewing, focus groups and observational research. Students develop the knowledge and skills necessary for research proposal writing, research design and report presentation. *(also offered by Distance Education)*
Semester and Year:	**WINTER 2019**
Prerequisite(s):	BUAD 116 with minimum grade of 60%
Corequisite(s):	No
Prerequisite to:	BUAD 344, 470
Final Exam:	Yes
Hours per week:	3
Graduation Requirement:	Required – Diploma and BBA, Marketing option
Substitutable Courses:	No
Transfer Credit:	
Special Notes:	Students with credit for BUAD 268 cannot take BUAD 210 for further credit
Originally Developed:	April 2009
EDCO Approval:	
Chair's Approval:	

Professors

Name	Phone number	Office	Email
Michael Conyette	**250-762-5445**	**V: C339**	
Course Captain	**ext: 2231**	**K: Portable**	**mconyette@okanagan.bc.ca**

Learning Outcomes

Upon completion of this course, students will be able to

- describe the role of marketing research in the strategic planning process.
- describe the six steps in the marketing research process.
- define a management problem and operationalize it into a research study.
- identify the strengths and weaknesses of common qualitative research methods.
- utilize secondary data sources and databases for solving marketing problems.
- design a qualitative research study for conducting interviews, surveys, focus groups, and observations.
- execute a qualitative research design.
- clearly and concisely present research results verbally and in written format.

Course Objectives

This course will cover the following content:

Please refer to the course schedule and Moodle for weekly topics and learning objectives

Evaluation Procedure

Assignments (3 Assignments)	35%
Activities and Term Work	15%
Mid-term Exam	20%
Final Exam (Cumulative)	30%
Total	100%

Notes

Exams: Students must achieve an overall average passing mark of 50% (25/50) on exams to pass the course.
Students are expected to read the chapters and complete the assigned materials and exercises, prior to coming to class.
Professors may progress more quickly or slowly though the assigned chapters depending on complexity, discussion, current issues, and use of guest speakers.
Assignments will be graded as follows: - AS01 – Research proposal – 10% - AS02 – Focus group or Observation – 15% - AS03 – Questionnaire – 10% Late assignments will be penalized with a 20% deduction every 24 hours from the due date and time. After 5 days, the assignment is worth 0 points and will not be graded.
Assignments: Students will be assigned (unless otherwise stated) to small research teams to undertake the three assignments. New teams may be assigned for each assignment. Understand that team work requires equal participation. Those team members who do not participate to the satisfaction of the professor, may have their names removed from the assignment and be "fired" from the research project – in other words, assigned a pro-rated or 0 grade for that assignment.
Participation is required to successfully complete the activities and term work. Quizzes, presentations, and/or other participation requirements make up 15% of your grade. Please note that there will be no “make-ups” for these in-class assessments.

Required Texts/Resources

Zikmund, W. & Babin, H.O., **Essentials of Marketing Research**, 6th Edition, Cengage - South-Western, 2016 (ISBN 13: 9781305263475, ISBN 10: 1305263472

Note: This textbook is also used for the 3rd year, BUAD 344, Marketing Research course, which focuses on designing, planning, and analyzing quantitative marketing research studies.

Course Schedule

Date		Topic	Readings & Due Dates
Week of:			
1	Sept 11	Course Overview The Role of Marketing Research	Ch 1
2	Sept 18	Harnessing Big Data into Better Decisions Marketing Research Process	Ch 2 Ch 3
3	Sept 25	**AS01**: Writing a Research Proposal Organization and Ethical Issues	Ch 4
4	Oct 2	Secondary Data Research in a Digital Age	Ch 6
5	Oct 9	Qualitative Research Tools **AS02**: Focus Group or Observation	Ch 5 **AS01 Due**
6	Oct 16	Communicating Research Results	Ch 16
7	Oct 23	**Mid-Term Exam** (Ch 1-6, 16)	
8	Oct 30	Observation	**AS02 Due** Ch 8
9	Nov 6	Conducting Marketing Experiments	Ch 9
10	Nov 13	Survey Research	Ch 7
11	Nov 20	Measurement & Attitude Scaling **AS03**: Questionnaire	Ch 10
12	Nov 27	Questionnaire Design	Ch 11
13	Dec 4	Sampling Designs and Sampling Procedures Basic Statistics for Survey Research (pages 361-374)	Ch 12, Ch 13 **AS03 Due**
		Review Session and/or Presentations	
Dec	9-19	FINAL EXAM PERIOD	Dec. 9 - Dec. 19

SKILLS ACROSS THE BUSINESS CURRICULUM

The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

STUDENT CONDUCT AND ACADEMIC HONESTY

What is the Disruption of Instructional Activities?

At Okanagan College (OC), disruption of instructional activities includes student "conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study facilities of OC", as well as conduct that leads to property damage, assault, discrimination, harassment and fraud. Penalties for disruption of instructional activities include a range of sanctions from a warning and/or a failing grade on an assignment, examination or course to suspension from OC.

What is Cheating?

"Cheating includes but is not limited to dishonest or attempted dishonest conduct during tests or examinations in which the use is made of books, notes, diagrams or other aids excluding those authorized by the examiner. It includes communicating with others for the purpose of obtaining information, copying from the work of others and purposely exposing or conveying information to other students who are taking the test or examination."

Students must submit independently written work. Students may not write joint or collaborative assignments with other students unless the instructor approves it in advance as a group/team project. Students who share their work with other students are equally involved in cheating.

What is Plagiarism?

Plagiarism is defined as "the presentation of another person's work or ideas without proper or complete acknowledgement." It is the serious academic offence of reproducing someone else's work, including words, ideas and media, without permission for course credit towards a certificate, diploma, degree and/or professional designation. The defining characteristic is that the work is not yours.

"Intentional plagiarism is the deliberate presentation of another's work or ideas as one's own." Intentional plagiarism can be a copy of material from a journal article, a book chapter, data from the Internet, another student, work submitted for credit in another course or from other sources.

"Unintentional plagiarism is the inadvertent presentation of another's work or ideas without proper acknowledgement because of poor or inadequate practices. Unintentional plagiarism is a failure of scholarship; intentional plagiarism is an act of deceit."

What are the Students' Responsibilities to Avoid Plagiarism?

Students have a responsibility to read the OC Plagiarism Policy and Procedures outlined in the OC calendar, which is available in online format www.okanagan.bc.ca. Students must acknowledge the sources of information used on all their assignments. This usually involves putting the authors' name and the year of publication in parentheses after the sentence in which you used the material, then at the end of your paper, writing out the complete references in a Reference section.

"Students are responsible for learning and applying the proper scholarly practices for acknowledging the work and ideas of others. Students who are unsure of what constitutes plagiarism should refer to the UBC publication "*Plagiarism Avoided; Taking Responsibility for your Work".* This guide is available in OC bookstores and libraries.

Students are expected to understand research and writing techniques and documentation styles. The Okanagan School of Business requires the use of the APA or MLA style, but suggests that students cite references using the APA guidelines (see Publication Manual of the American Psychological Association, 7^{h} edition (2019). A copy of the APA manual is available in the reference section and also available for circulation from OC libraries. The library website has access to these two major citing styles.

What are the Penalties for Plagiarism and Cheating?

The Okanagan School of Business does not tolerate plagiarism or cheating. All professors actively check for plagiarism and cheating and the Okanagan School of Business subscribes to an electronic plagiarism detection service. All incidents of plagiarism or cheating are reported and result in a formal letter of reprimand outlining the nature of the infraction, the evidence and the penalty. The Dean of the Okanagan School of Business and the Registrar record and monitor all instances of plagiarism and cheating. Penalties for plagiarism and cheating reflect the seriousness and circumstances of the offence and the range of penalties includes suspension from OC.