



**Marketing Research:  
COMM 443  
Fall 2016**

**INSTRUCTOR:** Dr. Sungchul Choi

**E-MAIL:** schoi@unbc.ca

**OFFICE LOCATION:** 10-4542 (Teaching and Learning Centre)

**OFFICE HOURS:** Wednesdays, 12:00pm – 2:00pm or by appointment

**TELEPHONE NUMBER:** (250) 960-5107

**CLASS TIME:** W 8:30am – 11:20am

**CLASS LOCATION:** 5-175

**COURSE DESCRIPTION:**

Assists students in acquiring an understanding of basic marketing research concepts and practice that facilitates the systematic specification, collection, and analysis of information for marketing decision-making. The course is organized around an applied research project in which students will be responsible for conceiving, executing, analyzing and reporting the results of an original marketing research project for a business client.

**COURSE OBJECTIVES:**

This course focuses on understanding marketing research, its process, its outputs, and its applications. The aim is to enable you to develop the ability to be a good user of marketing research and to provide you with a foundation from which you can pursue further training to become a research specialist.

**COURSE OVERVIEW:**

By the end of the semester you should be able to

1. Identify general marketing problems and structure them in terms of specific questions amenable to research.
2. Evaluate alternative research approaches and designs, and select the most appropriate one for a particular problem situation.
3. Understand primary and secondary sources of marketing research information, including issues in data collection.
4. Become familiar with specific techniques for analyzing marketing research data, and use those analyses to make better marketing management decisions.

**REQUIRED TEXTS:**

Tom J. Brown, Tracy A. Suter, and Gilbert A. Churchill (2014), “*Basic Marketing Research*”, 8<sup>th</sup> Edition, Cengage Learning.

## COURSE ASSIGNMENTS AND GRADE WEIGHTING

Component	Date	Weight
Exam 1	Oct. 5	20%
Exam 2	Nov. 9	25%
Group Project		45%
Class Participation		10%
<b>Possible Bonus (Research Participation)</b>		Up to 3%
Total		100%

### COURSE FORMAT:

This course will consist of a combination of lectures, practical exercises, and class discussions, all culminating in a group project. You are expected to read relevant chapters and to prepare material, take notes and identify significant issues in advance for discussion in class.

General lecture slides and reading materials designed to supplement class lectures will be posted on the BlackBoard Learning System prior to the scheduled discussion of the topic.

### EXAMS:

There will be two exams consisting of multiple choice and short answer questions. They will cover all material discussed in class and all reading assignments (textbook and handouts). The total contribution of the exams to your final grade is 45%. There will be no makeup exams. If you miss an exam, you will receive zero marks. Exceptions may be made for documented medical reasons or extenuating circumstances. In such a case, it is the responsibility of the student to inform the instructor immediately.

The exams will be “closed book”. No electronic devices except for calculators are allowed to be used (e.g. no dictionaries, cell phones, tablets, or electronic devices of any kind).

### GROUP PROJECT:

During the course of the semester, you will be involved in a group project. As the first step, you must form teams. The size of the teams will depend on class enrollment and will be announced in class. No group shall have less than 4 members (see Appendix 2– Group Information Sheet).

Each group will work on a project. The primary objective of the project is to provide you with experience in applying the concepts and methods of marketing research.

Detailed requirements of the group project are provided in Appendix 1.

Note on Statistical Analysis: You may use any software package you like to analyze your data. You are responsible for learning how to use the package on your own. Several statistical packages are available in the University of Northern British Columbia computer labs. Depending on what analyses are required for your project, some spreadsheet packages may suffice. If you need any help, please consult me.

At the end of the semester, each group member will rate the performance of him/herself and every other group member on both the time (i.e., effort) and the quality of the work put into the project (see Appendix 3 - Peer Evaluation Form).

Note that all relevant deadlines for group project are indicated in the course schedule.

## CLASS PARTICIPATION:

Each one of you is expected to contribute to class discussions. Please do your assigned readings (including posted slides) for the scheduled lecture days so that you are in a better position to ask questions and comment on the material covered in class. This will make the learning process much more enjoyable for both you and me!

In particular, there will be two assignments: (1) group assignment (Focus Group Exercise Report, Due: Sept. 28) and (2) individual assignment (Due: Nov. 2). The contribution of each assignment to your final grade is 5%.

**Note: Assignments have to be submitted at the beginning of a class period on the due date. If you do not submit on time, you forfeit a grade on the assignments.**

## TENTATIVE COURSE SCHEDULE:

Week	Date	Topic / Deadline	Readings / Activities
1	7-Sept	Introduction to Marketing Research Research Process and Ethics	Ch. 1 Ch. 2 ( <b>Activity:</b> Choose Group Members)
2	14-Sept	Problem Formulation Exploratory Research Secondary Data ( <b>Due: List of Group Members</b> )	Ch. 3 Ch. 4 Chs. 5&6 ( <b>Group Meeting:</b> Preparing a Focus Group)
3	21-Sept	External Secondary Data Casual Research	Ch. 7 Ch. 8 ( <b>Activity:</b> Focus Group Exercise)
4	28-Sept	Descriptive Research Collecting Data by Observation Collecting Data by Communication ( <b>Due: Focus Group Report</b> )	Ch. 9 Ch. 10 Ch. 11 ( <b>Group Meeting:</b> Preparing a Research Proposal)
5	5-Oct	<b>Exam I (Ch. 1-11)</b> ( <b>Due: Research Proposal</b> )	
6	12-Oct	Scaling and Measurement	Ch. 12 ( <b>Group Meeting:</b> Debriefing Research Proposal)
7	19-Oct	Questionnaires Sampling	Ch. 13 Ch. 14 ( <b>Group Meeting:</b> Preparing a Questionnaire)
8	26-Oct (LAB)	Sample Size Data Preparation ( <b>Due: Questionnaire</b> )	Ch. 14 Ch. 16 ( <b>Group Meeting:</b> Individual Assignment)
9	2-Nov (LAB)	Data Analysis: Individual Variables ( <b>Due: Individual Assignment</b> )	Ch. 17 ( <b>Group Meeting:</b> Debriefing Questionnaires)
10	9-Nov	<b>Exam II (Ch 12-17)</b>	
11	16-Nov (LAB)	Data Analysis: Multiple Variables	Ch. 18 ( <b>Group Meeting:</b> Preparing Analyses)
12	23-Nov (LAB)	Finalizing your analyses	( <b>Group Meeting:</b> Preparing a Final Report)
13	30-Nov	Project Presentations ( <b>Due: Final Project Report/Peer Evaluation</b> )	

**Grading System: Grading System**

<u>Excellent</u>	A+	=	90-100
	A	=	85-89.9
	A-	=	80-84.9
<u>Good</u>	B+	=	77-79.9
	B	=	73-76.9
	B-	=	70-72.9
<u>Satisfactory</u>	C+	=	67-69.9
	C	=	63-66.9
<u>Marginal</u>	C-	=	60-62.9
	D+	=	57-59.9
	D	=	53-56.9
	D-	=	50-52.9
<u>Failure:</u>	F	=	0-49.9

**BONUS RESEARCH PARTICIPATION MARKS**

Throughout the course of the term, a couple of studies will be made available to you and you will be given the option of signing up for these studies (I strongly recommend you participate in the studies because we will be discussing the research topics in class.). The purpose of this is two-fold: (1) to familiarize you with a number of procedures and methods used in academic research; and, (2) to provide you with an awareness of the types of research conducted by faculty members.

The participation grade that you receive for a study will be dependent on the length of the study. Studies that are half an hour or less are worth 0.5% participation grade, while studies that are an hour long are worth 1% participation grade. During the course of the term you may participate in up to 3% participation grades worth of research. Note that you will not receive the participation mark for participation alone. For each study the participation grade will be awarded based on your answers to a series of questions about the study. In addition, this is bonus participation mark, and is to be added to your final grade at the end of the term.

**Conduct in Examinations**

Students must present appropriate identification upon entering the examination room. Appropriate identification is defined as a UNBC student card and/or some other form of photo identification acceptable to the proctor. The following regulations apply to the conduct of examinations:

- a. Books, papers, or other materials or devices must not be in the possession of the student during an exam except by the express permission of the examiner. Specifically, without such permission no laptop computers, mobile phone sets, handheld electronic devices or the like may be in possession of the student in the examination room (see Regulation 43 (b)).
- b. No candidate is permitted to enter the examination room more than 30 minutes after the beginning of the examination, or permitted to leave within 30 minutes after the examination has started.
- c. Candidates must not communicate in any way with other candidates in the examination room.
- d. Candidates must not leave their seats, except when granted permission by the proctor.

- e. Candidates must turn in all materials, including rough work, upon leaving the examination room.
- f. Food and beverages other than water are not permitted in the examination room.

### **Missing a Midterm or Exam**

Advance notice must be given when a student is unable to appear for an examination. Only duly authenticated bereavement, illness and legitimate reasons are admissible justifications for absence from a scheduled examination (eg. Writing an LSAT or CGA exam and there is a time conflict).

**Do not schedule travel during the exam period that may conflict with your exam!**

### **Plagiarism and Academic Misconduct**

It is the student's responsibility to be aware of UNBC's Academic regulations, policies and procedures as described in the University calendar.

A definition of academic misconduct includes:

Cheating (using unauthorized material, information, or study aids in academic exercise), plagiarism, falsification of records, unauthorized possession of examinations, intimidation and any and all other actions that may improperly affect the evaluation of a student's academic performance or achievement, assisting others in any act, submission of the same work for grades in two courses without permission of the instructor or attempts to engage in such acts.

The regulations on plagiarism apply to all material submitted for a grade: essays, exams, assignments, cases, presentations, quizzes, and practice sets. Any case of suspected academic misconduct will be reported to the campus registrar. If the student is found guilty of academic misconduct there are both grade penalties and disciplinary penalties. Before there is any intention (on your part) or suspicion (on the part of your instructor or your peers) of wrongdoing, please see the instructor to discuss any problems of this nature. If your paper closely resembles a paper from this class or any other class (either written by you or another student, in this semester or any other), this will be considered an infraction of the academic misconduct code.

### **Ethical Standards**

The following behaviors are considered unethical:

1. Telling the instructor that you "need" a certain grade
2. Asking for extra assignments for the purpose of raising a grade
3. Asking that the grade be raised because it is very close to the next higher grade
4. Asking that the grade be raised because you did very well on one part of the course or grading scheme
5. Asking for a higher grade because you don't like the grading scheme
6. Asking to be allowed to turn in an assignment late - even a few minutes late - because of computer or printer problems or any other reason
7. Asking to be treated better than other students by making an exception to the rules
8. Asking for any other unfair advantage in grading.

**No cell phones or tablets are allowed in class or in exams. Laptops may be used in class for note-taking.**

### **Access Resource Centre**

If there are students in this course who, because of a disability, may have a need for special academic accommodations, please come and discuss this with me, or contact staff at the Access Resource Centre (arc@unbc.ca) located in the Teaching and Learning Centre, Room 10-1048 on the main campus. Students can also call the ARC at (250) 960-5682. Regional students can call the Centre toll-free at 1(888) 960-5682.

### **Academic Success Centre**

If there are students in this course who, because of a disability, may have a need for special academic accommodations, please come and discuss this with me, or contact staff at the Access Resource Centre (arc@unbc.ca) located in the Teaching and Learning Centre, Room 10-1048 on the main campus. Students can also call the ARC at (250) 960-5682. Regional students can call the Centre toll-free at 1(888) 960-5682.

### **Academic Advising**

For academic advising please contact the Recruitment and Advising Centre Room 7-714, by email: advising@unbc.ca or via phone at 250-960-6494.

### **Respect**

Please demonstrate respect to your fellow students who express their thoughts and explore new ideas in the course.