

**MOS 3470G, Section 530
Applied Marketing Research**

Contact	Office Hours	Class Time & Location
Claire Henderson chende28@uwo.ca	By appointment	Thursday 2:30 - 5:30pm Room UH250

COURSE DESCRIPTION

This course is a practical, hands-on exploration of the tools of marketing research to help students make better management decisions. It will help students be better buyers, designers, evaluators and users of market research. Through applied research, students gain an understanding of the required steps in designing a research study to yield relevant, timely and accurate information.

COURSE STRUCTURE AND LEARNING OUTCOMES

Course Structure

A session learning plan for this course is included at the end of this document. Following this schedule is your responsibility. You can expect to spend approximately 9 hours per week on this course. On average you might spend:

- 2-3 hours completing preparatory work (readings, videos, etc.)
- 3 hours attending class
- 2-3 hours completing assignments

Depending on how much effort you put in and how fast you read, these times will vary by individual.

Course Learning Outcomes

Upon successful completion of this course students will be able to:

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1. Define marketing and marketing research problems
 2. Evaluate research proposals and reports
 3. Distinguish between Primary and Secondary Data, and when to use each type within the marketing research process
 4. Recognize and apply research design alternatives
 5. Design and evaluate effective questionnaires
 6. Explain the limitations of experimentation in marketing research
 7. Select the most appropriate sampling procedure
 8. Analyze data, make conclusions, and communicate results
 9. Plan and deliver effective presentations
 10. Model effective interpersonal skills and professionalism
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Student competency levels on these outcomes will vary. You can expect to achieve these outcomes if you honour course policies and complete all learning activities in good faith and on time, demonstrate comprehension of the course content, and meet all other course expectations of you as a student.

BRESCIA UNIVERSITY COLLEGE COMPETENCIES (*sample competencies provided*)

Primary competencies developed in this course include:

Number	Competency	Level
1	Communication	3
2	Critical Thinking	4
3	Inquiry & Analysis	3
4	Problem Solving	3

See <http://brescia.uwo.ca/academics/brescia-competencies/> for a detailed description of each competency.

PREREQUISITES AND ANTIREQUITES

Antirequisite(s): MOS 3420F/G.

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

Corequisite(s): One of: MOS 2242A/B; Psychology 2820E, Psychology 2850A/B; Sociology 2205A/B; Statistical Sciences 2035.

COURSE MATERIALS

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

Students can order through the BookStore's website and the books will be shipped directly to them. Below is the link for the ebook version that the student can also purchase through the BookStore's website: <https://bookstore.uwo.ca/product/cebcodid7114>

COURSE EVALUATION

Component	Timing	Learning Outcomes	Brescia Competencies	Weight
In-Class Contribution	Every Class	1,4,6,10	1,2,3,4	10%
Application Activities (forum postings, activity submissions, quizzes, etc.)	See Learning Plan	1,2,3,4,5,6,7,8,9	1,2,3,4	20%
Online Survey Design & Programming Assignment	March 9	1,2,5	1,2,4	20%
Market Research Report	April 6	1,3,4,6,7,8,10	1,2,3,4	40%
Research Presentation	April 6	8,9,10	1,3	10%

Evaluation Policies

You must complete all evaluation components to pass the course. There will be no reweighting of components unless you have received an academic accommodation. Grades will not be adjusted on the basis of need. Your mark in the course will be the mark that you earn based on your demonstrating understanding of course content. Extra credit assignments are not available, and assignments cannot be rewritten to obtain a higher mark. Once you have completed an assignment, you are committed to the mark earned.

A late penalty of 10 per cent will be deducted for each 24-hour period during which an assignment is late unless academic accommodation is received. All assignments are subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All assignments submitted for such checking will be included as source documents in the reference database to detect plagiarism of assignments 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 (<http://www.turnitin.com>).

EVALUTION COMPONENT DESCRIPTIONS

Application Activities

Application Activities will be assigned each week and might include discussion forum posts, quiz completion, and exercise and assignment submissions. Detailed instructions for each week's activities will be posted on OWL. The completion deadline for application activities varies. Each week's Application Activities will be graded out of a total of 10 points which will be averaged when calculating the final Application Activities grade for the course. The lowest Application Activities score will be dropped from the average.

In-Class Contribution to Learning

Contribution to class learning activities is a cornerstone of an effective learning experience. Active class involvement improves critical and higher-level thinking skills, increases student interest and engagement, promotes preparation, and supports the development of oral communication skills. Contribution is initiated through completing the assigned session preparatory work.

In-Class Contribution to Learning will be assessed each class using a five-point scale. This assessment will be based on a combination of attendance, punctuality, engagement in individual and team activities, completion of assignments and exercises (which may be collected at the end of class), and contribution to discussions (asking questions, volunteering information, etc.). If the weekly learning plan or a class announcement requires that a document be uploaded to OWL or submitted via a form, please do so by the deadline indicated. This work will be counted towards the In-Class Contribution to Learning score for that session.

Market Research Report

You will be asked to prepare a report, communicating analysis and recommendations, to address a situation as communicated via a case study. Detailed assignment instructions are posted on OWL and will be discussed during the first class. The report is due **Thursday, April 6 by 11:59 pm** (Week 12).

Online Survey Design & Programming

The Online Survey Design and Programming assignment will cover material in chapters 6 to 9 of the text and all content covered in Weeks 5 to 7 of the course. Written instructions for this assignment are available on OWL and will be discussed during Week 5. The assignment is due **Thursday, March 9 by 11:59 pm** (Week 8).

Research Presentation

A group presentation (3-4), limited to oral highlights and summary visuals, will be required during the final week of class (**Thursday, April 6**). Details for this assignment are on OWL and will be discussed during the first class. All group members should present and be prepared to answer questions.

COURSE POLICIES

Teaching Methodology and Expectations of Students

Students are expected to complete the preparatory work *before* they attend class where it will be discussed. Each class session may include a combination of mini-lectures, case discussions, active learning activities (individual and team), and guest speakers.

Attendance

This course is delivered in-person. As such, attendance is in person only and attendance through other means (e.g., Zoom) is not available. Attendance at all classes in this course is expected; however, circumstances may arise which make it impossible for you to attend. For this reason, students will be **excused for up to two classes**. These absences will not negatively affect your Contribution to Learning grade. In the situation of an extended absence (see the final two pages of this outline), please discuss with your Academic Advisor.

Under University regulations, your instructor can determine at which point absenteeism has become excessive and approach the Academic Dean who may stop your final test/paper from being marked, thus preventing you from passing the course. **At the discretion of the individual instructor, any student who misses more than 25% of scheduled classes will receive a class contribution grade of 0 out of 10 for the course.**

Student Use of Technology in Class

The nature of the classroom requires that electronic devices (laptops, tablets, and/or smart phones) be used to participate in class activities. There will be times where students will be asked to close or put devices away. Students are asked to fully cooperate with in-class instructions. Failure to cooperate and using devices for non-class activities (i.e. texting, checking email, checking social medial pages, etc.) will **result in an immediate “0” in Contribution to Learning for that class**. Recording devices of any kind (camera, recorders, phones, etc.) may not be operated without my consent.

Assignment Authoring

All assignments to be uploaded to OWL must be authored from an original document using a Microsoft Word account registered to the student. Microsoft Word is available free to all students by visiting myoffice.uwo.ca. Documents submitted with registrations affiliated to anyone other than the student may be taken as evidence of collaboration or plagiarism. Only Microsoft Word documents will be acceptable upload submissions (i.e. do not submit pdf documents). If a student is required to resubmit due to improper document formatting, late penalties will be calculated from the time the properly formatted document is submitted.

Preferred Method of Contact

If you have questions about the course content or an activity or assignment, please check OWL Forums to see whether your question has been answered. If you cannot find the information you need, please post your question on OWL Forums.

If you would like to discuss something personal, please contact me through email. You can also make an appointment with me via email. I check email and OWL daily Monday through Friday between the hours

of 8:00 am and 4:00 pm. **I generally do not check OWL or email in the evenings or during the weekend, so plan accordingly.**

Privacy

To respect privacy laws and the privacy of individual students, all grades will be distributed on OWL only. To respect your privacy, I will discuss your grades only with you. Please do not share or compare your grades. I cannot share information about another student's grades, so discussions comparing grades between students will not be entertained.

Academic Accommodation

If, on medical or compassionate grounds, a student is unable to complete a course component **worth greater than 10 per cent of the final course grade**, it is the responsibility of the student to consult with an Academic Advisor and follow the procedures documented in the "POLICY REGARDING MAKEUP EXAMS AND EXTENSIONS OF DEADLINES" on the final pages of this outline.

For academic accommodation to be considered for any course component **worth less than 10 per cent of the final course grade**, it is the responsibility of the student to approach me in a timely fashion (within two business days of the missed deadline). Documentation may be required to be submitted to the academic advisor. If documentation is required, the request for accommodation will be decided by the academic advisor in consultation with me. If documentation is not required, I will make the final decision.

COVID-19

In the event of a COVID-19 resurgence during the course that necessitates the course moving away from in-person delivery, course content may be delivered online either synchronously (i.e., at the times indicated in the timetable) or asynchronously (e.g., posted on OWL for students to view at their convenience). There may also be changes to any remaining assessments at the discretion of the course instructor. In the event of a COVID-19 resurgence, detailed information about the impact on this course will be communicated by the Office of the Dean and by the course instructor.

DROPPING A COURSE

To drop a course without academic penalty, you must drop the course by the following dates:

Winter Term Half Credit Course

March 7, 2023

For further details, check the online academic calendar in the registrar's website. To book an appointment with one of Brescia's Academic Advisors, call 519.432.8353, extension 28266. If you are registered at another college or main campus, please make an appointment to see your academic advisor at your home campus.

2022-23 BRESCIA UNIVERSITY COLLEGE ACADEMIC POLICIES AND REGULATIONS

1. POLICY REGARDING ACADEMIC ACCOMMODATION

The complete policy regarding Accommodation for Illness - Undergraduate Students can be found at https://www.westerncalendar.uwo.ca/PolicyPages.cfm?Command=showCategory&PolicyCategoryId=1&SelectEdCalendar=Live&ArchiveID=#Page_135

Students who have long-term or chronic medical conditions which may impede their ability to complete academic responsibilities should seek Academic Accommodation through Student Accessibility Services

(https://www.westerncalendar.uwo.ca/PolicyPages.cfm?Command=showCategory&PolicyCategoryId=1&SelectEdCalendar=Live&ArchiveID=#Page_10).

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.

Students who experience an illness or extenuating circumstance sufficiently severe to temporarily render them unable to meet academic requirements may submit a request for academic consideration through the following routes:

1. For medical absences, submitting a **Student Medical Certificate (SMC)** signed by a licensed medical or mental health practitioner;
2. For non-medical absences, submitting **appropriate documentation** (e.g., obituary, police report, accident report, court order, etc.) to their Academic Advisor. Students are encouraged to contact their Academic Advisor to clarify what documentation is acceptable.

Request for Academic Consideration for a Medical Absence

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 their academic responsibilities. Minor ailments typically treated by over-the-counter medications will not normally be accommodated.

The following conditions apply for students seeking academic accommodation on medical grounds:

1. Students must submit their Student Medical Certificate (SMC) 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. An SMC can be downloaded from https://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform.pdf;
2. In cases where there might be an extended absence or serious issue, students should submit their documentation promptly and consult their Academic Advisor for advice during their recovery period;
3. Whenever possible, students who require academic accommodation should provide notification and documentation in advance of due dates, scheduled tests or examinations, and other academic requirements;
4. Students **must** communicate with their instructors **no later than 24 hours** after the end of the period covered by the SMC to clarify how they will fulfil the academic expectations they may have missed during the absence;
5. Appropriate academic accommodation will be determined by the Dean's Office/Academic Advisor in consultation with the course instructor(s). Academic accommodation may include

extension of deadlines, waiver of attendance requirements, arranging Special Exams (make-ups), re-weighting course requirements, or granting late withdrawal without academic penalty.

2. ACADEMIC CONCERNS

If you feel that you have a medical or personal challenge 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 are not normally considered.

If you think that you are too far behind to catch up or that your work load is not manageable, you should consult your Academic Advisor

(https://brescia.uwo.ca/enrolment_services/academic_advising/book_an_appointment.php). If you consider reducing your workload by dropping one or more courses, this must be done by the appropriate deadlines; please contact your Academic Advisor or see the list of sessional dates in the Academic Calendar (<https://www.westerncalendar.uwo.ca/SessionalDates.cfm?SelectedCalendar=Live&ArchiveID=>).

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.*

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.

Please note that for asynchronous online courses, attendance or participation requirements maybe different than for synchronous or in-person courses.

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 and warranted.

It is important to note that the Academic 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

(https://www.westerncalendar.uwo.ca/PolicyPages.cfm?Command=showCategory&PolicyCategoryID=5&SelectedCalendar=Live&ArchiveID=#Page_64).

4. SCHOLASTIC OFFENCES

Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence at:

(https://www.westerncalendar.uwo.ca/PolicyPages.cfm?Command=showCategory&PolicyCategoryID=1&SelectedCalendar=Live&ArchiveID=#Page_20).

Students are responsible for understanding the nature of and avoiding the occurrence of plagiarism and other academic offences. 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 Scholastic Discipline for Undergraduate Students in the Academic Calendar.

If you are in doubt about whether what you are doing is inappropriate or not, consult your instructor, the Academic Dean's Office, 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.

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 is to be sent to the School Chair. If the response of the Chair is considered unsatisfactory to the student, they may then submit a written appeal to the Office of the Dean. If the student is not satisfied with the decision of the Dean, they may appeal to the Senate Review Board Academic (SRBA), if there are sufficient grounds for the appeal and if the matter falls within the jurisdiction of the SRBA. For information on academic appeals consult your Academic Advisor or see the Student Academic Appeals – Undergraduate in the Academic Calendar

https://www.westerncalendar.uwo.ca/PolicyPages.cfm?Command=showCategory&PolicyCategoryID=1&SelectEdCalendar=Live&ArchiveID=#Page_14.

Note that final course marks are not official until the Academic Dean has reviewed and signed the final grade report for the course. If course marks deviate from acceptable and appropriate standards, the Academic Dean may require grades to be adjusted to align them with accepted grading practices.

6. PREREQUISITES

Unless you have either the prerequisites for a course or written Special Permission from the 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).

7. SUPPORT

Support Services

The Brescia University College Registrar's website, with a link to Academic Advisors, is at <http://brescia.uwo.ca/academics/registrar-services/>. Students can access supports through Brescia's Student Life Centre (<http://brescia.uwo.ca/life/student-life/>) and Learning Development & Success at Western (<https://www.uwo.ca/sdc/learning/>).

Mental Health and Wellness

Students may experience a range of issues that can cause barriers to your learning, such as increased anxiety, feeling overwhelmed, feeling down or lost, difficulty concentrating and/or lack of motivation. Services are available to assist you with addressing these and other concerns you may be experiencing. You can obtain information about how to obtain help for yourself or others through **Health & Wellness at Brescia**, https://brescia.uwo.ca/student_life/health_and_wellness/index.php and **Health and Wellness at Western**, http://uwo.ca/health/mental_wellbeing/index.html.

Sexual Violence

All members of the Brescia University College community have a right to work and study in an environment that is free from any form of sexual violence. Brescia University College recognizes that the prevention of, and response to, Sexual Violence is of particular importance in the university environment. Sexual Violence is strictly prohibited and unacceptable and will not be tolerated. Brescia is committed to preventing Sexual Violence and creating a safe space for anyone in the Brescia community who has experienced Sexual Violence.

If you or someone you know has experienced any form of Sexual Violence, you may access resources at https://brescia.uwo.ca/safe_campus/sexual_violence/index.php.

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.

Week	Unit	Topic	Learning Activities	Application (Formative) Activities	Summative Activities Due: Thurs by 11:59 pm
1 Jan. 12	Introductions The Context	Intro to MR	Read: Course Outline View: Course Content (OWL) Read: Chapter 1 (including Appendices)	Job search activity	
2 Jan. 19	The Context	Problem Definition	Read: Chapter 2	Review quiz Forum discussion	
3 Jan. 26	Research Methodology	Secondary Data	Read: Chapter 3 Guest Speaker	Secondary data activity (in-class)	MR Report: Introduction
4 Feb. 02	Research Methodology	Qualitative Research	Read: Chapter 4 Guest Speaker	Review quiz Qualitative research activity (due week 5)	
5 Feb. 9	Research Methodology	Primary Data Collection: Observation & Survey	Read: Chapter 5 & 8	Research methodology activity (in-class) Online Survey Design & Programming Assignment (discussion)	
6 Feb. 16	Research Tools	Measurement & Questionnaire Design	Read: Chapters 6 & 7	Review quiz Critique and redesign questionnaire activity (in-class)	MR Report: Secondary Data
7 Mar. 02	Research Tools	Online Marketing Research	Read: Chapter 9 Guest Speaker	Qualtrics tutorial Forum discussion	
8 Mar. 09	Limitations of Research	Primary Data Collection: Experimentation and Test Marketing	Read: Chapter 10	Review quiz Forum discussion	Online Survey Design & Programming Assignment
9 Mar. 16	Sampling	Basic Sampling Issues & Sample Size Determination	Read: Chapter 11 & 12	Review quiz Sampling technique activity (in-class)	MR Report: Questionnaire design
10 Mar. 23	Fundamentals of Data Analysis	Statistical Tests of Relation & Difference	Read: Chapter 13 & 14	Research proposal activity (due week 11) Research presentation (discussion)	MR Report: The Sample
11 Mar. 30	Communicating Research Results	Communicating Results	Read: Chapter 15 Guest Speaker	Review quiz Forum discussion	
12 April 6	Communicating Research Results	Communicating Results		Research presentations	Market Research Report Due April 6