

**Business M731
Marketing Research Course Outline
Fall 2017 (Tuesday 7:00 PM – 10:00 PM)**

**Marketing @ DeGroote School of Business
McMaster University**

COURSE OBJECTIVE

Marketing research is an applied management discipline that is critical to understanding markets and customers in order to make better marketing decisions. The key objective of this course is to provide a learning environment for acquiring the essential working knowledge of when and how to conduct marketing research and the most effective way to communicate marketing information to support marketing decisions.

Prerequisites: M600 or equivalent and Q600 or equivalent.

INSTRUCTOR AND CONTACT INFORMATION

Christina DeVries, MBA
Instructor
Devric3@mcmaster.ca
Office Hours: by appointment
Class Location: RJC 236

Mohammed Tarjavar
Student TA
@mcmaster.ca
Office Hours: by appointment

Course Website: <http://avenue.mcmaster.ca>

COURSE ELEMENTS

| | | | | | | | |
|-----------------|-----|-------------------|-----|-------------|-----|-----------------|-----|
| Avenue: | Yes | Leadership: | Yes | IT skills: | Yes | Global view: | Yes |
| Participation: | Yes | Ethics: | Yes | Numeracy: | Yes | Written skills: | Yes |
| Evidence-based: | Yes | Innovation: | Yes | Group work: | Yes | Oral skills: | Yes |
| Experiential: | Yes | Guest speaker(s): | No | Final Exam: | No | | |

COURSE DESCRIPTION

This course guarantees you a hands-on opportunity to learn about a critical marketing management activity. You will have the chance to conceive of a research project for a real client, design the study, execute it, and report on the findings in a professional manner that will make you proud of your efforts. This will be a rare university learning experience that will stay with you long after you have graduated. Be enthusiastic about the challenge ahead. This course will be enjoyable and rewarding to you.

The course project will reinforce and integrate the concepts learned in the classroom and through your reading. This exposure should give you an appreciation of marketing as it is really practised. You will gain experience preparing written marketing research reports and working within a research team. In this environment, you will continue to develop your time management and organization skills while enhancing your communication skills.

LEARNING OUTCOMES

Upon completion of this course, you will have had the opportunity and training to:

- ✓ Understand the needs of marketing managers for marketing and market information;
 - ✓ Determine the objectives of the marketing research project;
 - ✓ Identify the type of research that will best help achieve the objectives;
 - ✓ Learn how to write a good marketing research proposal;
 - ✓ Discover how to develop great questionnaires;
 - ✓ Understand how to manage and execute survey fieldwork;
 - ✓ Determine how to best analyze survey data;
 - ✓ Learn how to turn statistical findings into marketing information that gets attention;
 - ✓ Learn how to write reports that convey marketing information simply and effectively and encourage marketing action; and
 - ✓ Present marketing information to garner and maintain the attention of marketing decision makers.
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REQUIRED COURSE MATERIALS AND READINGS

Marketing Research Essentials by Carl McDaniel, Jr., Roger Gates, Subramanian Sivaramakrishnan and Kelley Main (2nd Canadian Edition).

- A paperback (ISBN: 978-1-118-04317-2) or
- A loose-leaf (ISBN: 978-1-118-82300-2)

Independent Case Study: Ivey Case TBD

For statistical analysis: SPSS or R and Deducer (open source and free).

EVALUATION

The main learning platform in this course will be your term project. Classes will consist of lectures, workshops, and discussion of your projects. Lectures will elaborate and reinforce the assigned textbook material. For this reason, the information will be covered quickly, allowing more time for examples and discussion. Therefore, it is important that you complete the assigned readings **before** class and bring any assigned lecture notes to class.

All work will be evaluated on an individual basis except in certain cases where group work is expected. In these cases group members will share the same grade adjusted by peer evaluation. Your final grade will be calculated as follows:

Components and Weights

| | | |
|--------------------|--|------|
| Midterm Exam | November 7 in class | 20% |
| In-class Exercises | As assigned | 10% |
| Case analysis | Due Friday November 2 @ noon | 25% |
| Research project | 5% proposal, 5% questionnaire, 70% report; 20% presentation, Various due dates | 45% |
| Total | | 100% |

Failure to meet assigned deadlines will result in a penalty of one letter grade, e.g., from A+ to A, for each day late. No excuses will be accepted. Students must be present to participate in and obtain in-class assignment grades.

NOTE: The use of a McMaster standard calculator is allowed during examinations in this course. See McMaster calculator policy at the following URL: <http://www.mcmaster.ca/policy/Students-AcademicStudies/examinationindex.html>

Grade Conversion

At the end of the course your overall percentage grade will be converted to your letter grade in accordance with the following conversion scheme.

| LETTER GRADE | PERCENT | POINTS |
|--------------|----------|--------|
| A+ | 90 - 100 | 12 |
| A | 85 - 89 | 11 |
| A- | 80 - 84 | 10 |
| B+ | 75 - 79 | 9 |
| B | 70 - 74 | 8 |
| B- | 60 - 69 | 7 |
| F | 00 - 59 | 0 |

Communication and Feedback

Students that are uncomfortable in directly approaching an instructor regarding a course concern may send a confidential and anonymous email to the respective Area Chair or Associate Dean: <http://mbastudent.degroote.mcmaster.ca/contact/anonymous/>

Students who wish to correspond with instructors or TAs directly via email must send messages that originate from their official McMaster University email account. This protects the confidentiality and sensitivity of information as well as confirms the identity of the student. Emails regarding course issues should NOT be sent to the Administrative Assistant.

Instructors are encouraged to conduct an informal course review with students by Week #4 to allow time for modifications in curriculum delivery. Instructors should provide evaluation feedback for at least 10% of the final grade to students prior to Week #8 in the term.

In-class Assignments

Exercises that support the content discussion will be assigned. These assignments must be done in-class and submitted to the Avenue Drop Box at the end of the session. Late assignments will not receive a grade.

Case Assignment

The case assignment will focus on building numeracy and analytical skills. Students will be assigned a set of objectives and raw data to analyse and report on similar to the team project. Late assignments will not receive a grade.

Midterm

A midterm will be held to gauge students' comprehension of the course material.

Applied Term Project

The term project will be focused on providing commercial grade experiences in marketing research. Teams will seek out a client who needs information to help them make a marketing decision. The project includes elements related to research design, implementation, statistical analysis and reporting. The term projects will be presented orally during the final class session. Project details can be found in Avenue.

Final Marks in M731

A passing mark in M731 indicates that the professor attests that the student has at least an adequate proficiency in marketing research and should be able to contribute to the research functions of the marketing department of an organization. If the professor is not able to attest to this achievement, the student will receive a grade of F.

ACADEMIC DISHONESTY

It is the student's responsibility to understand what constitutes academic dishonesty. Please refer to the University Senate Academic Integrity Policy at the following URL:

<http://www.mcmaster.ca/univsec/policy/AcademicIntegrity.pdf>

This policy describes the responsibilities, procedures, and guidelines for students and faculty should a case of academic dishonesty arise. Academic dishonesty is defined as to knowingly act or fail to act in a way that results or could result in unearned academic credit or advantage. Please refer to the policy for a list of examples. The policy also provides faculty with procedures to follow in cases of academic dishonesty as well as general guidelines for penalties. For further information related to the policy, please refer to the Office of Academic Integrity at:

<http://www.mcmaster.ca/academicintegrity>

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<http://library.mcmaster.ca/about/copying.pdf>

MISSED ACADEMIC WORK

Missed Mid-Term Examinations / Tests / Class Participation

Where students miss a regularly scheduled mid-term or class participation for legitimate reasons as determined by the MBA Academic Services Office, the weight for that test/participation will be distributed across other evaluative components of the course at the discretion of the instructor. Documentation explaining such an absence must be provided to the MBA Academic Services Office within five (5) working days upon returning to school.

To document absences for health related reasons, please provide the Petition for Relief for MBA Missed Term Work and the McMaster University Student Health Certificate

which can be found on the DeGroot website at <http://mbastudent.degroot.mcmaster.ca/forms-and-applications/>. Please do not use the online McMaster Student Absence Form as this is for Undergraduate students only. University policy states that a student may submit a maximum of three (3) medical certificates per year after which the student must meet with the Director of the program.

To document absences for reasons other than health related, please provide the Petition for Relief for MBA Missed Term Work and documentation supporting the reason for the absence.

Students unable to write a mid-term at the posted exam time due to the following reasons: religious; work-related (for part-time students only); representing university at an academic or varsity athletic event; conflicts between two overlapping scheduled mid-term exams; or other extenuating circumstances, have the option of applying for special exam arrangements. Such requests must be made to the MBA Academic Services Office at least ten (10) working days before the scheduled exam along with acceptable documentation. Instructors cannot themselves allow students to unofficially write make-up exams/tests. Adjudication of the request must be handled by the MBA Academic Services Office.

If a mid-term exam is missed without a valid reason, students will receive a grade of zero (0) for that component.

Missed Final Examinations

A student who misses a final examination without good reason will receive a mark of 0 on the examination.

All applications for deferred and special examination arrangements must be made to the MBA Academic Services Office. Failure to meet the stated deadlines may result in the denial of these arrangements. Deferred examination privileges, if granted, must be satisfied during the examination period at the end of the following term. There will be one common sitting for all deferred exams.

Failure to write an approved deferred examination at the pre-scheduled time will result in a failure for that examination, except in the case of exceptional circumstances where documentation has been provided and approved. Upon approval, no credit will be given for the course, and the notation N.C. (no credit) will be placed on the student's transcript. Students receiving no credit for a required course must repeat the course. Optional or elective courses for which no credit is given may be repeated or replaced with another course of equal credit value.

Requests for a second deferral or rescheduling of a deferred examination will not be considered.

Any student who is unable to write a final examination because of illness is required to submit the Application for Deferred MBA Final Examination and a statement from a

doctor certifying illness on the date of the examination. The Application for Deferred MBA Final Examination and the McMaster University Student Health Certificate can be found on the DeGroot website at <http://mbastudent.degroot.mcmaster.ca/forms-and-applications/> Please do not use the online McMaster Student Absence Form as this is for Undergraduate students only. Students who write examinations while ill will not be given special consideration after the fact.

In such cases, the request for a deferred examination privilege must be made in writing to the MBA Academic Services Office within five business days of the missed examination.

Special examination arrangements may be made for students unable to write at the posted exam time due to compelling reasons (for example religious, or for part-time students only, work-related reasons):

- Students who have religious obligations which make it impossible to write examinations at the times posted are required to produce a letter from their religious leader stating that they are unable to be present owing to a religious obligation.
- Part-time students who have business commitments which make it impossible to write examinations at the times posted are required to produce a letter on company letterhead from the student's immediate supervisor stating that they are unable to be present owing to a specific job commitment.

In such cases, applications must be made in writing to the MBA Academic Services Office at least ten business days before the scheduled examination date and acceptable documentation must be supplied.

If a student is representing the University at an academic or athletic event and is available at an overlapping scheduled time of the test/examination, the student may write the test/examination at an approved location with an approved invigilator, as determined by the MBA Academic Services Office.

In such cases, the request for a deferred examination privilege must be made in writing to the MBA Academic Services Office within ten business days of the end of the examination period.

Note: A fee of \$50 will be charged for a deferred exam written on campus and a fee of \$100 for deferred exams written elsewhere. In cases where the student's standing is in doubt, the Graduate Admissions and Study Committee may require that the student with one or more deferred examination privileges refrain from re-registering until the examination(s) have been cleared.

STUDENT ACCESSIBILITY SERVICES

Student Accessibility Services (SAS) offers various support services for students with disabilities. Students are required to inform SAS of accommodation needs for course work at the outset of term. Students must forward a copy of such SAS accommodation to the instructor normally, within the first three (3) weeks of classes by setting up an appointment with the instructor. If a student with a disability chooses NOT to take advantage of an SAS accommodation and chooses to sit for a regular exam, a petition for relief may not be filed after the examination is complete. The SAS website is:

<http://sas.mcmaster.ca>

POTENTIAL MODIFICATIONS TO THE COURSE

The instructor and university reserve the right to modify elements of the course during the term. The university may change the dates and deadlines for any or all courses in extreme circumstances. If either type of modification becomes necessary, reasonable notice and communication with the students will be given with explanation and the opportunity to comment on changes. It is the responsibility of the student to check their McMaster email and course websites weekly during the term and to note any changes.

RESEARCH USING HUMAN SUBJECTS

Research involving human participants is premised on a fundamental moral commitment to advancing human welfare, knowledge and understanding. As a research intensive institution, McMaster University shares this commitment in its promotion of responsible research. The fundamental imperative of research involving human participation is respect for human dignity and well-being. To this end, the University endorses the ethical principles cited in the Tri-Council Policy Statement: Ethical Conduct for Research Involving Humans:

<http://www.pre.ethics.gc.ca>

McMaster University has mandated its Research Ethics Boards to ensure that all research investigations involving human participants are in compliance with the Tri-Council Policy Statement. The University is committed, through its Research Ethics Boards, to assisting the research community in identifying and addressing ethical issues inherent in research, recognizing that all members of the University share a commitment to maintaining the highest possible standards in research involving humans.

If you are conducting original research, it is vital that you behave in an ethical manner. For example, everyone you speak to must be made aware of your reasons for eliciting their responses and consent to providing information. Furthermore, you must ensure everyone understands that participation is entirely voluntary. Please refer to the following website for more information about McMaster University's research ethics guidelines:

<http://www.mcmaster.ca/ors/ethics>

Organizations that you are working with are likely to prefer that some information be treated as confidential. Ensure that you clarify the status of all information that you receive from your client. You **MUST** respect this request and cannot present this information in class or communicate it in any form, nor can you discuss it outside your group. Furthermore, you must continue to respect this confidentiality even after the course is over.

ACKNOWLEDGEMENT OF COURSE POLICIES

Your registration and continuous participation (e.g. on A2L, in the classroom, etc.) to the various learning activities of MBA XXXX will be considered to be an implicit acknowledgement of the course policies outlined above, or of any other that may be announced during lecture and/or on A2L. It is your responsibility to read this course outline, to familiarize yourself with the course policies and to act accordingly.

Lack of awareness of the course policies cannot be invoked at any point during this course for failure to meet them. It is your responsibility to ask for clarification on any policies that you do not understand.

ADDITIONAL NOTES

1. **The case analysis in M731 is an individual assignment.** As such, you must do the computer analysis work and report writing by yourself, and without collaborating with your classmates or others. The case analysis you submit for grading will be reviewed by TurnItIn. **The case assignment details can be found in Avenue in the Content Section in the Case Assignment Folder.**
2. **The applied marketing research project is a team assignment.** There are several elements that must be submitted for approval. No team will can proceed with the project until each element has been approved. It is expected that each team member contributes appropriately and equally to the end result. There will be a vehicle for adjusting grades if a team member were to not participate adequately. **The project details can be found in Avenue in the Content Section in the Team Project Folder.**
3. Back up all your files with copies. You are responsible for safeguarding your reports against possible loss after being submitted for grading.
4. This course emphasises effective communication, both written and oral. All assignments - written and oral - will be evaluated both in terms of their substantive content as well as their communication effectiveness.

COURSE SCHEDULE

M731 Marketing Research Winter 2017 Course Schedule

| WEEK | TOPICS | ASSIGNMENT |
|---------------|---|--|
| 1 Sept. 12 | Course Overview Marketing Vs. Marketing Research Marketing Research Process Overview | Read: Ch. 1, 2 Marketing Project Overview |
| 2 Sept. 19 | Marketing Research Process <ul style="list-style-type: none"> – Problem Definition – Research Design | Read: Ch. 1, 2 In-class exercise #1 Team Profile Due @ start of class |
| 3 Sept. 26 | Marketing Research Process <ul style="list-style-type: none"> – Primary Data Collection: Survey Research – Questionnaire Design – How to measure attitudes and behaviour | Ch. 6, 7, 8 In-class exercise #2 Client Approval Needed |
| 4 Oct. 3 | Marketing Research Process <ul style="list-style-type: none"> – Data Analysis Part 1 – Prepare your data – Tabulations – Types of Statistical Analysis – How to access SPSS – Case Assignment Discussion | Text Ch. 13, 14 Workshop: bring a computer to class Proposal Due @ start of class |
| 5 Oct. 10 | Marketing Research Process <ul style="list-style-type: none"> – Data Analysis – SPSS workshop - computer needed | Text Ch. 13, 14 In-class exercise #3 |
| 6 Oct. 17 | Marketing Research Process <ul style="list-style-type: none"> – Primary Data Collection: Qualitative Research – How to conduct a focus group | Ch. 4 In-class exercise #4 |
| 7 Oct. 24 | In class consultation on term projects <ul style="list-style-type: none"> – Scheduled team meetings – Questionnaire review | Questionnaire/DG due Friday @ noon. |

| | | |
|---------------|---|---|
| 8 Oct. 31 | Marketing Research Process – Sampling Procedures | Ch. 11, 12 Case Assignment Due Friday @ noon. |
| 9 Nov. 7 | Mid-term Exam In class | |
| 10 Nov. 14 | Marketing Research Process – Primary Data Collection: Observation | Ch. 5, 10 In-class exercise #5 |
| 11 Nov. 21 | Marketing Research Process – Experimentation and Test Marketing – Communicating your research findings – Writing the formal research report | |
| 12 Nov. 28 | In class consultation on term projects. | Team Meetings |
| 13 Dec. 5 | Presentation of your Applied Marketing Research Projects | Projects due @ start of class |