

M731 Marketing Research Winter 2022 Syllabus

A practical introduction to marketing research

Ken Deal, Ph.D., Professor of Marketing

M731 | DeGroot School of Business, McMaster University

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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 rich learning environment for acquiring the essential working knowledge of when and how to conduct marketing research and the most effective way to communicate marketing insights to support marketing decisions.

Prerequisites: M650 or equivalent and I602 or equivalent. [Good statistical understanding is essential.](#)

Instructor and Contact Information

Dr. Ken Deal, MBA, PhD, CAIP, FCRIC
Professor of Marketing
deal@mcmaster.ca

TA: Dr. Ana Gabrielyan
anaitgabrielyan@gmail.com

Online Office Hours: Tuesdays 11:30am/after webinars

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): Yes	Final Exam: Oral	Online: Yes

Course Description

Drawing key insights from market sources is absolutely essential for making good marketing decisions. The recent explosion in the quantity of data and its sources has made marketing research and marketing analytics extremely exciting areas in which to work.

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 through the course videos, readings and assignments. 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.

Required Course Materials and Readings

- Chakrapani, C., K. Deal and J. Levitin. *Practical Marketing Research: A Guidebook for Marketing Insights*, Standard Research Systems, 2020. Bookstore and <https://www.amazon.ca/Practical-Marketing-Research-Guidebook-Insights/dp/0920219799>
- R, RStudio and R Markdown. (all open source and free)

Suggested resources

- Chapman, Chris and Elea McDonnell Feit, **R for Marketing Research and Analytics**, Springer, 2019 (bookstore or Amazon). This is an excellent book on using R for marketing analytics and marketing research. This book will be used in parallel to much of the course. Some topics will not be covered in class and several topics that will be covered in class are not in this book.
- Fox, John (2017). **Using the R Commander: A Point-and-Click Interface for R**. Boca Raton, Florida: CRC Press.
- Rodrigues, Bruno (2019). **Modern R with the tidyverse**. You can buy this book from https://leanpub.com/modern_tidyverse , or you can read the book online for free: https://b-rodrigues.github.io/modern_R/.

Evaluation

Teaching Method

The main learning platform in this course will be 50 or so videos, weekly synchronous webinars and individual consultations. The 50 topic videos will introduce, discuss and provide examples of all course material and will be backed up by PowerPoint decks and/or R Markdown documents.

The weekly synchronous webinars will include class discussions, reviews of past assignments, previews of future assignments, Q&A and guest speakers. The weekly synchronous classes will be held during scheduled class times, i.e., 11:30am on Tuesdays, and are required, as is watching the video lectures and support material and reading the textbook. There will be three assignments, a major case and a term project. No attending a webinar when a guest speaker visits will result in a loss of 5 marks from your final course grade.

The three assignments and case must be conducted individually and any cheating will be considered serious violations of academic dishonesty and dealt with accordingly. All work will be evaluated on an individual basis except in certain cases where group work is expected.

The groups for the term projects will be comprised of 5 people whenever possible. Group members will share the same grade for the term project, adjusted by peer evaluations. The term project presentations will be on the date of the final examination with an extended timeframe. All students are required to attend the full session on that final day.

Your final grade will be calculated as follows:

Components and Weights

Assignments	3 assignments, due throughout the term (10% each)	30%
Case	Due 01mar21 @ 10:30am in Avenue	25%
Term projects	Presented during scheduled final exam. (90% analysis and report, 10% presentation)	45%
Total		100%

NB: Attendance at all webinars when guest speakers visit is mandatory. Absence will result in 5 marks being deleted from the final grade for each webinar not attended. NB: Attendance at weekly class meetings is required.

Key Deadlines for Your Team Project:

* Recruited Client	01feb22
* Project Proposal	08feb22
* Case Analysis Report	01mar22
* Submit Questionnaire	01mar22
* Final Questionnaire	08mar22
* Project Report & Presentation	Final exam time

The Case and Assignments are due by 10:30am in the Avenue dropbox on the assigned dates. The dropbox will be locked after 10:30am. **Assignments and the case will not be accepted after the deadline since they will be discussed during the webinar one hour after the submission.** No excuses will be accepted.

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

Course Deliverables

Assignments

There will be 3 assignments during the term. These will constitute 30% of your final mark. These assignments must be done by each individual student and submitted to the Avenue Drop Box when required (10:30am on Tuesdays). The dropbox will lock as of 10:30am on the due data and late assignments will not be accepted. Late assignments will receive grades of zero. The assignments will be scrutinized for cheating and appropriate steps will be taken if collaboration is discovered.

This is a **marketing** research course, i.e., the research must be done correctly and to the proper extent and the results must be interpreted to support better marketing decisions. The lack of either of these two essential components will cause reduction in grades. It is essential that your findings be translated into insights that can lead to better marketing decisions. Feedback will be provided through Avenue.

Midterm

There will be no midterms.

The case.

A major case will be assigned on 01feb22 and will be due on 01mar22. The objective of this case is preparing you for writing the final term report. Since your final report will count 45% of your final grade and will be read by your business clients, it is essential that those reports are done very well. The case will provide practice so that you can develop your skill at analyzing marketing research data, finding important marketing insights and communicating that information effectively to business managers.

Term Projects

The term projects will be focused on providing commercial grade experiences in marketing research. Project clients will be found by the teams and the nature of these projects will be determined through consultation with the client and the professor. The “clients” for these projects may range from small social organizations to the largest companies in Canada.

It is expected that each team member contribute 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 term projects will be presented orally during the scheduled final exam period.

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.

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.

Academic Dishonesty

You are expected to exhibit honesty and use ethical behaviour in all aspects of the learning process. Academic credentials you earn are rooted in principles of honesty and academic integrity.

Academic dishonesty is to knowingly act or fail to act in a way that results or could result in unearned academic credit or advantage. This behaviour can result in serious consequences, e.g. the grade of zero on an assignment, loss of credit with a notation on the transcript (notation reads: “Grade of F assigned for academic dishonesty”), and/or suspension or expulsion from the university.

It is your responsibility to understand what constitutes academic dishonesty. For information on the various types of academic dishonesty please refer to the Academic Integrity Policy, located at: www.mcmaster.ca/academicintegrity

The following illustrates only three forms of academic dishonesty:

1. Plagiarism, e.g. the submission of work that is not one’s own or for which other credit has been obtained.
2. Improper collaboration in group work.
3. Copying or using unauthorized aids in tests and examinations

AUTHENTICITY/PLAGIARISM DETECTION

Some courses may use a web-based service (Turnitin.com) to reveal authenticity and ownership of student submitted work. For courses using such software, students will be expected to submit their work electronically either directly to Turnitin.com or via an online learning platform (e.g. A2L, etc.) using plagiarism detection (a service supported by Turnitin.com) so it can be checked for academic dishonesty.

Students who do not wish their work to be submitted through the plagiarism detection software must inform the Instructor before the assignment is due. No penalty will be assigned to a student who does not submit work to the plagiarism detection software.

All submitted work is subject to normal verification that standards of academic integrity have been upheld (e.g., on-line search, other software, etc.). For more details about McMaster’s use of Turnitin.com please go to www.mcmaster.ca/academicintegrity.

COURSES WITH AN ON-LINE ELEMENT

Some courses may use on-line elements (e.g. e-mail, Avenue to Learn (A2L), LearnLink, web pages, capa, Moodle, ThinkingCap, etc.). Students should be aware that, when they access the electronic components of a course using these elements, private information such as first and last names, user names for the McMaster e-mail accounts, and program affiliation may become apparent to all other students in the same course.

The available information is dependent on the technology used. Continuation in a course that uses on-line elements will be deemed consent to this disclosure. If you have any questions or concerns about such disclosure, please discuss this with the course instructor.

ON-LINE PROCTORING

Some courses may use online proctoring software for tests and exams. This software may require students to turn on their video camera, present identification, monitor and record their computer activities, and/or lock/restrict their browser or other applications/software during tests or exams. This software may be required to be

installed before the test/exam begins.

CONDUCT EXPECTATIONS

As a McMaster student, you have the right to experience, and the responsibility to demonstrate, respectful and dignified interactions within all of our living, learning and working communities. These expectations are described in the [Code of Student Rights & Responsibilities \(the “Code”\)](#). All students share the responsibility of maintaining a positive environment for the academic and personal growth of all McMaster community members, **whether in person or online**.

It is essential that students be mindful of their interactions online, as the Code remains in effect in virtual learning environments. The Code applies to any interactions that adversely affect, disrupt, or interfere with reasonable participation in University activities. Student disruptions or behaviours that interfere with university functions on online platforms (e.g. use of Avenue 2 Learn, WebEx or Zoom for delivery), will be taken very seriously and will be investigated. Outcomes may include restriction or removal of the involved students’ access to these platforms.

MISSED ACADEMIC WORK

Missed Examinations / Tests / Class Participation

Students can apply for relief of missed term work if they have or are going to miss an evaluated portion of their course. Please contact the Program Administrator for more information.

Students can request relief for:

- Health-related or extenuating circumstances
- Work-related commitments (for part-time students only)
- Representing the University at an academic or varsity event
- Religious obligations
- Conflicts between two (or more) overlapping scheduled mid-term exams

Requesting Relief for Missed Term Work

If a portion of your term work is missed for legitimate reasons, as determined by Program Administrator, the weight for that missed term work will be redistributed across the other assignments and exams of the course. For missed work, forms and supporting documentation must be submitted to Program Administrator within five (5) business days of missing the work or mid-term exam.

Requesting Relief for Term Work in Advance

If evaluated term work is missed, students can request for relief/special arrangement in advance. Supporting documentation must be submitted to the Program Administrator at least ten (10) working days before the mid-term exam, test, assignment, etc.

The program administrator will provide the required forms to the student. Please complete the Petition for Missed Term Work form in addition to:

- For medical reasons the McMaster University Student Health Certificate and for extenuating circumstances, appropriate documentation is required.
- Due to a business commitment (for part-time students only), have your immediate supervisor provide you with a letter on company letterhead stating that you are unable to be present due to a specific job commitment.

- For varsity reasons, have a designated University official provide a letter on university letterhead; or
- For religious reasons, have your religious leader provide a letter stating that you are unable to be present due to a religious obligation.

In all cases, the request must be handled by The Program Administrator. The appropriate distribution of re-weighting term work will be determined by the instructor. Submitting a request does not guarantee approval or special consideration.

ACADEMIC ACCOMMODATION OF STUDENTS WITH DISABILITIES

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>

RELIGIOUS, INDIGENOUS OR SPIRITUAL OBSERVANCES (RISO)

Students requiring academic accommodation based on religious, indigenous or spiritual observances should follow the procedures set out in the **RISO** policy. Students should submit their request to their Faculty Office **normally within 10 working days** of the beginning of term in which they anticipate a need for accommodation or to the Registrar's Office prior to their examinations. Students should also contact their instructors as soon as possible to make alternative arrangements for classes, assignments, and tests.

COPYRIGHT AND RECORDING

Students are advised that lectures, demonstrations, performances, and any other course material provided by an instructor include copyright protected works. The Copyright Act and copyright law protect every original literary, dramatic, musical and artistic work, including lectures by University instructors.

The recording of lectures, tutorials, or other methods of instruction may occur during a course. Recording may be done by either the instructor for the purpose of authorized distribution, or by a student for the purpose of personal study. Students should be aware that their voice and/or image may be recorded by others during the class. Please speak with the instructor if this is a concern for you.

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

ONLY IF APPLICABLE

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://reo.mcmaster.ca/>

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 eHealth 705 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.

The tentative schedule of course topics is on the following page.

(The topics, contents and timing may be changed by the professor.)

There may be minor changes in the course topics, webinars and assignments listed below. All topics will be uploaded to Avenue by epoch and each has a video with closed captions. Almost all topics have an R Markdown (RMD) document that describes the material and includes the code for performing the analyses. Those RMD documents are in their original form as well as in the more readable HTML format. Most topics are supported by PowerPoint decks.

Epoch	#	Topic content	Schedule	Webinars	Text	Assignments	Guest Speakers	
1 Intro.	1	Introducing M731	11-Jan-22	Webinar 1				
	2	Marketing strategy, marketing research & marketing analytics	11-Jan-22		Unit 1			
	3	Benefits of marketing research	11-Jan-22					
	4	What happens in marketing research?	11-Jan-22					
	5	Designing marketing research projects	11-Jan-22		Unit 2			
	6	The research process	11-Jan-22					
	7	Canadian Research Insights Council	11-Jan-22		Unit 12			
2 Technical course preparation	8	Technical course preparation 1 -- installing R	18-Jan-22	Webinar 2			John Tabone	
	9	Technical course preparation 2 -- installing R Studio	18-Jan-22					
	10	Technical course preparation 3 -- installing R packages	18-Jan-22					
	11	Technical course preparation 4 -- installing R Commander	18-Jan-22					
	12	Technical course preparation 5 -- R Markdown	18-Jan-22					
3 Data analysis	13	Data sources and types	18-Jan-22	Webinar 3	Unit 9			
	14	(a & b) EDA, Exploratory Data Analysis	18-Jan-22					
	15a	Preparing for data analysis: Careless subjects	25-Jan-22	Webinar 4		Assignment 1, 08feb22		
	15b	Preparing for data analysis: Missing values	25-Jan-22					
	16	Preparing for data analysis: Recoding variables	25-Jan-22					
	17	Preparing tables	25-Jan-22					
	18	Visualization using ggplot2, plotly and more	25-Jan-22					
	19	Analyzing a dataset -- discriptive analysis	01-Feb-22	Webinar 5		Case, 01mar22		
	20	Analyzing a dataset -- predictive modeling	01-Feb-22					
	21	Logistic regression	01-Feb-22					
4 Designing the research instrument	22	Designing a data collection process suited to project objectives	08-Feb-22	Webinar 6	Unit 6	Assignment 1, 08feb22	Jordan Levitin	
	23	Eight (8) steps of questionnaire design	08-Feb-22					
	24	Types of questions	08-Feb-22					
	25	Phrasing questions	08-Feb-22					
	26	Coding questions	08-Feb-22					
	27	Sawtooth Software Discover & Lighthouse Studio	08-Feb-22					
	28	How to measure attitudes -- definition of attitudes	15-Feb-22	Webinar 7	Unit 7	Assignment 2, 08mar22		
	29	How to measure awareness	15-Feb-22					
	30	Knowledge	15-Feb-22					
	31	Liking	15-Feb-22					
	32	Preference	15-Feb-22	Office hrs				
	33	Satisfaction, Recommendations, Purchase intentions	15-Feb-22					
	34	How to measure behaviour and traits?	15-Feb-22					
	35	How to measure demographics	15-Feb-22					
5 Capturing data	36	Survey fieldwork -- online surveys	01-Mar-22	Webinar 8	Unit 8	Case, 01mar22	Guest speaker	
	37	Survey fieldwork -- telephone surveys	01-Mar-22					
	38	Survey fieldwork -- mall intercept surveys	01-Mar-22					
	39	Survey fieldwork -- mail and other survey media	01-Mar-22					
	40	Social media and text analysis	08-Mar-22	Webinar 9				Assignment 2, 08mar22
	41	Analyzing text (verbatim) using NLP	08-Mar-22					Assignment 3, 22mar22
6 Qualitative research	42	Qualitative research: focus groups -- in-person	15-Mar-22	Webinar 10	Unit 5		Guest speaker	
	43	Qualitative research: focus groups -- online	15-Mar-22					
7 Sampling	44	Sampling -- Populations, samples, sampling design	22-Mar-22	Webinar 11	Unit 4	Assignment 3, 22mar22		
	45	Sampling -- Sample size determination	22-Mar-22					
	46	Sampling -- Validity, Reliability and Errors	22-Mar-22					
8 Secondary and standardized data	47	Secondary data -- sources	29-Mar-22	Webinar 12	Unit 3			
	48	Secondary data -- analysis and use	29-Mar-22					
	49	Standardized data -- sources	29-Mar-22					
9 Ethics	50	Ethics in marketing research	05-Apr-22	Webinar 13	Unit 12			
10 Communication	51	Communicating research findings -- PowerPoint	05-Apr-22		Unit 10		Guest speaker	
	52	Communicating research findings -- R Markdown	05-Apr-22					
11 Conclusion	53	Conclusion	12-Apr-22	Webinar 14				
TERM PROJECT REPORTS			Final exam session, TBD		Term Project			

Career Profile

Dr. Ken Deal, M.B.A., Ph.D., CAIP, FCRIC
Professor of Marketing, DeGroote School of Business, McMaster University

Areas of Expertise

Ken's expertise lies in the area of using sophisticated marketing analytics and marketing research to provide significant insights that help organizations build and enhance marketing strategies. He has developed marketing models to assess the potential of new products, evaluate the effectiveness of advertising and to enhance marketing decisions in a variety of management areas. Ken has substantial experience in the health sector, pharmaceutical research, energy sector, telecommunications, tourism, aviation industry, financial services, automotive parts and service, government services, environmental issues, packaged goods, retail grocery and others. Dr. Deal has provided expert testimony to the Federal Court of Canada, the Superior Court of Ontario, the Supreme Court of Ontario, U.S. courts and professional tribunals and has advised several government departments on strategy and their markets.

He has presented executive seminars in strategic marketing for private, public and non-profit sectors, in marketing research, pricing and in other topics. Ken is an active teacher, researcher and practitioner in marketing research, marketing modeling, marketing management and strategy.

Professional Activities

Dr. Deal's most recent book *Practical Marketing Research* was co-authored with Chuck Chakrapani and Jordan Levitin in 2020. *Marketing Research: Methods and Canadian Practice*, again co-authored with Chakrapani, was published in April 1992 by Prentice-Hall. Ken also wrote *A Guide to PASW (SPSS) Statistics 18*. These books add to Dr. Deal's other publications that have appeared in a variety of academic and professional journals.

Dr. Deal was Chairman of Strategic Market Leadership and Health Services Management at McMaster University from 1998 to 2007, a position he held from 1982 to 1986 and was acting chair of Strategic Management in 2012/13 and acting chair of marketing in 2019. He served as President of the Canadian Survey Research Council in 2000/2001, President of the Professional Marketing Research Society (now, Marketing Research and Intelligence Association, MRIA) in 1998/1999. Ken was elected Lifetime Fellow of the Canadian Research Insights Council (FCRIC) in 2000 for "his outstanding contributions to marketing research in Canada". He has been a professor of marketing in McMaster University's DeGroote School of Business since 1973. Dr. Deal is president of marketPOWER research inc. and is a Certified Analytics and Insights Professional (CAIP).

Term Project Teams

Project Team # _____

Project Title: _____

Project Leader: _____

Team Members: email addresses, phone numbers

1. _____
 2. _____
 3. _____
 4. _____
-

Your preparation for this course

Name: _____

Address: _____

City: _____

Phone: _____ email: _____

Undergraduate degree: _____

Undergraduate university: _____

McMaster MBA Stream: _____

Are you in the Co-op programme or Full-time programme or Part-time programme?

Which of the following courses have you taken or are you taking currently?

Took Previously	Taking Currently
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<input type="checkbox"/>	<input type="checkbox"/> M650
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<input type="checkbox"/>	<input type="checkbox"/> I602 <input type="checkbox"/> Your grade in I602 [_____]
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<input type="checkbox"/>	<input type="checkbox"/> I604
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<input type="checkbox"/>	<input type="checkbox"/> M732, Consumer Behaviour
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<input type="checkbox"/>	<input type="checkbox"/> M733, Marketing Analytics
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<input type="checkbox"/>	<input type="checkbox"/> M734, Strategic Marketing Analysis
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<input type="checkbox"/>	<input type="checkbox"/> M724, Innovation and New Products
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<input type="checkbox"/>	<input type="checkbox"/> K723, Data Mining and Business Intelligence
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<input type="checkbox"/>	<input type="checkbox"/> O701, Modelling and Analytics using Spreadsheets
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<input type="checkbox"/>	<input type="checkbox"/> Other statistics or analytics courses _____
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Current or most recent job: _____

Intended career business sector: _____

Next previous position: _____
