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## MOS 3420G Marketing Research Course Outline: Section 001

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### 1. Course Information:

1.1 Class Location and Time:  
SSC 3024  
Mondays 1:30pm – 4:30pm

1.2 Contact Information:  
Instructor: Dr. Matthew Maxwell-Smith, PhD  
Office: SSC 9332  
Office Hours: TBD  
Phone: 661-2111 x 87642  
Email: [mmaxwel3@uwo.ca](mailto:mmaxwel3@uwo.ca)  
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DAN Management and Organizational Studies strives at all times to provide accessibility to all faculty, staff, students and visitors in a way that respects the dignity and independence of people with disabilities. Please contact the course instructor if you require material in an alternate format or if you require any other arrangements to make this course more accessible to you. You may also wish to contact Services for Students with Disabilities (SSD) at 519-661-2111 ext. 82147 for any specific question regarding an accommodation. More information about “Accessibility at Western” is available at: <http://accessibility.uwo.ca>

### 2. Calendar Description

2.1 Course Description:  
This course integrates the various research tools used within the social sciences and applies them to practical marketing research settings. The focus is on how to develop research designs, instruments, and methodologies to answer specific applied research questions and theories.

3 lecture hours per week, 0.5 course

Antirequisite(s): Business Administration 4481Q/R/S/T, the former MOS 4420F/G.

Prerequisite(s): Enrolment in the 3<sup>rd</sup> or 4<sup>th</sup> year of the BMOS program\* Priority to years 3 & 4 students registered in any consumer behavior module on main campus.

#### 2.2 Senate Regulations

Senate Regulations state, “unless you have either the requisites for this course or written special permission from your Dean to enroll in it, you will be removed from this 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 prerequisites.”

### 3. Textbook

McDaniel, Gates, Sivaramakrishnan, & Main (2013). *Marketing Research Essentials, 2<sup>nd</sup> Canadian Edition*, Hoboken, NJ: Wiley.

Paperback - ISBN: 978-1-118-04317-2

E-Text - ISBN: 978-1-118-82336-1

### 4. Learning Outcomes, Course Objectives, and Format

#### 4.1 Course objectives

Welcome to Marketing research! This course integrates the various research tools used within the social sciences and applies them to real-life marketing research settings. Research skills have a long 'half-life': beyond being valuable in a practical sense, knowledge of research methods in the social sciences is both enduring and applicable to a wide range of pursuits. Marketing research methods and philosophies draw from a wide range of social science disciplines, including psychology, sociology, anthropology, economics, organizational and human resources, as well as mathematics and statistics. As such, the multidisciplinary and integrative nature of this course exemplifies the spirit of the MOS program, with its mixture of traditional business courses and a strong foundation in the social sciences.

Marketing research is an applied management discipline that is crucial to understanding markets and customers in order to make better marketing decisions, or, in other words, to support evidence-based management. This course considers the role of marketing research in society and its relevance to firms and individuals, providing a strong basis for understanding how research is developed and informs evidence-based management and decision-making. Our focus will be on how to develop research designs, instruments, and methodologies to answer specific applied research questions and theories. To these ends, you will have an opportunity to analyze and interpret research data obtained from a real-life marketing study. You will also have an opportunity to design a proposal for a marketing research study that investigates a novel and managerially-relevant topic.

#### 4.2 Learning outcomes:

Taking this course, students will gain the following experiences and skillsets:

1. Synthesizing social science research approaches, and developing knowledge and awareness of available research methods and tools/designs for discovering insights into marketing phenomenon and for collecting, compiling, and analyzing marketing data.
2. Identifying appropriate statistical tests to apply to marketing research questions, conduct, analyze and interpret research data, as well as infer conclusions and apply the findings to reconstruct marketing theories and strategies.
3. Generate and design a marketing study to investigate and solve a novel and managerially relevant research question. Students will gain experience formulating a research question, constructing a theoretical framework from an identification and interpretation of relevant literature, and generate hypotheses. They will apply their learned knowledge in justifying appropriate research design, data collection, and statistical techniques, identify the limitations of the proposed research, and conclude managerial and theoretical implications of the research.
4. Refine essay-writing skills by formulating and composing a research proposal; practice communication and critical thinking skills, as well as manage peer learning by debating, investigating, explaining, and demonstrating scientific methods and statistics.

#### 4.3 Course format

The basic pedagogy in the course takes several forms. The lectures and the readings are the basis of knowledge acquisition. The lectures, class discussions, classroom activities, reading assignments, and video presentations will provide the opportunity to learn the concepts and theories of various marketing research topics, and to apply this knowledge in a systematic manner. Much of the class sessions will be devoted to applying, extending and critiquing the material in the assigned readings. Students are expected to contribute to class sessions. Therefore, it is very important that students be prepared to talk about the material under consideration, and that means it is necessary to read and critically think about the assigned materials before coming to class. During the term, students are encouraged to share marketing research examples that you might come across, either directly or via the media, with the class.

#### 5. Evaluation

There are four evaluation components in the course. Students are **REQUIRED TO COMPLETE ALL COMPONENTS** of this course. There are no exceptions to this. Extra assignments to improve grades will **NOT** be allowed. It is important to monitor your performance in the course: **YOU** are responsible for your grades.

Evaluation Component	Percentage of Course Grade
Application Tasks	25%
Midterm Exam	20%
Marketing Research Proposal	25%
Final Exam	30%

#### 5.1 Application Tasks

Due Date: Ongoing

Throughout the term there will be a variety of in-class application activities. These application tasks will be graded on the basis of your level engagement (participation) and ability (knowledge) to apply concepts from class. **This will require being physically present in class, prepared for discussion by completing the required readings for each class, and demonstrating your understanding of the key issues involved.** These will be small activities either assigned or completed in class that you will hand in individually, in pairs, or as a group (e.g., bring an example to class, research and apply concepts, etc.). As assigned, **details will be provided in class only, and will not be posted to OWL. Think of these as participation assignments, you need to be present, engaged, and demonstrate application of concepts to succeed at this component.**

#### 5.2 Midterm Exam

Date: Monday February 27, 2017

The midterm will be during class time (2 hours), and is a **closed book examination**. It is a combination of short answer, multiple choice, and true/false in format. Questions can pertain to any of the material covered during the course, including those topics contained in video presentations, class discussions/activities, and ALL assigned readings. **Dictionaries are NOT allowed, and only non-programmable calculators will be allowed into the exam.** Exams will not be returned to students but may be reviewed in the instructor's office.

Some components of the exams may be scored using the program Scan Exam which examines the answer sheets for unusual coincidences in the pattern of answers given which may be indicative and used as supporting evidence of cheating.

### 5.3 Marketing Research Proposal

Due Date: Introduction – January 30, 2017

Progress Report – March 6, 2017

Final Report – March 27, 2017

Working as a member of a group (4-6 students), students will conceive of and design a marketing research proposal. This is expected to be detailed proposal for carrying out a *quantitative* empirical study (note, you can also incorporate qualitative elements into your proposed research, but the main analytical approach should be quantitative). The task is to first identify a novel and relevant marketing problem (i.e., one that holds both practical/managerial and theoretical/academic significance) that would require a quantitative and primary data research effort. Components of the proposal include articulation of a research question, theoretical background and hypotheses development, as well as formulation of a methodology for which to execute the study, and finally, a discussion concerning the implications and boundaries (i.e., limitations and future directions) of the research. See project guidelines on OWL for further details.

### 5.4 Final Exam

Date: TBA – during final exam period April 9-30, 2017

The final exam is a combination of short answer, multiple choice, true/false, and calculations in **format** and is a **closed book examination. Dictionaries are NOT allowed, and only non-programmable calculators will be allowed into the exam.**

The exam is cumulative (weighted 75% post-midterm material, 25% pre-midterm material). Questions can pertain to any of the material covered during the course, including those topics contained in video presentations, class discussions/activities, and ALL assigned readings.

Again, some components of the exams may be scored using the program Scan Exam which examines the answer sheets for unusual coincidences in the pattern of answers given which may be indicative and used as supporting evidence of cheating.

### 5.5 Peer Evaluations

**In the final calculation of your application task assignments and term project grades your peers' evaluations will also be taken into account and your grade(s) may be adjusted if the evaluations in the team indicate an uneven distribution of contribution and effort.** If, for example, a student's team received a 85% grade on an assignment but the student only earned 80% of the possible points from this assignment based on evaluations from his or her teammates, s/he will earn only 80% of that mark, i.e., s/he will finish with a 68% grade.

There will be two peer evaluations throughout the semester: the first at the beginning of class in Week 9 (March 6), and the second on the final day of class (April 7). If you receive less than 100% on the first peer evaluation, I'll provide you feedback so that you can be aware of your level of contribution and can compensate for it during the rest of the semester. Only the final peer evaluation will be considered in grading. Peer evaluation sheets will be distributed in class later during the semester, and the information that is provided will remain confidential.

## 6. Lecture and Examination Schedule

### Week 1 (January 9): Introduction to Marketing Research

- Introduction to the course, review of the course syllabus, discussion of the term projects
- The role of marketing research in evidence-based decision-making, uses of marketing research
- The critical importance of correctly defining the problem
- The marketing research process, situational analyses

**Readings:** Text, Chapter 1, Chapter 2

### Week 2 (January 16): Secondary Data and Qualitative Research

- Nature and uses of secondary data
- M.I.S. and data mining techniques, sources of secondary data
- Nature and uses of qualitative research
- Focus groups, depth interviews, and other forms of qualitative research

**Readings:** Text, Chapter 3, Chapter 4

### Week 3 (January 23): Primary Research Methods (I): Observation Research

- Nature and uses of observational research
- Human and machine observation methods
- *FORM GROUPS FOR PROJECTS*

**Readings:** Text, Chapter 5

### Week 4 (January 30): Measurement and Scaling in Marketing Research

- The measurement process
- Measurement scales and their applications
- Reliability and validity
- The attitude-behavior relationship

**Readings:** Text, Chapter 6

**ASSIGNMENT DUE:** Research Proposal Introduction - group names/student ID's, preliminary ideas about research topic

### Week 5 (February 6): Primary Research Methods (II): Surveys and Online Research

- Different types of surveys, errors in survey research
- Questionnaire design
- Online marketing research

**Readings:** Text, Chapter 7, Chapter 8, Chapter 9

### Week 6 (February 13): Primary Research Methods (III): Experimentation Primary Research Methods (II): Experimentation

- Fundamental concepts of experimentation
- Experimental settings and validity
- Experimental design, treatments, and effects, test marketing
- *Seminar Presentation (if time allows): An application of experimental research in consumer behaviour*

**Readings:** Text, Chapter 10; **Suggested Supplementary Reading:** TBD

**WEEK 7 (February 20): READING WEEK – no class.**

**Week 8 (February 27): Midterm Exam**

*In class* – Closed book, corresponding to topics covered during Weeks 1-6 inclusive

**Week 9 (March 6): Principles of Sampling**

- The sampling process, sampling and non-sampling errors
- Probability and non-probability sampling techniques
- Sampling theories: Normal distribution and sampling distribution of the mean
- Determination of sample size

**Readings:** Text, Chapter 11, Chapter 12

**ASSIGNMENT DUE:** Research Proposal Progress Report - to include problem definition and relevance, research objectives, brief overview of methodological approach, preliminary research materials (e.g., questionnaire, manipulations, etc.)

**Week 10 (March 13): Statistical Analyses with SPSS (I): Data Processing, Tabulation, and Representation**

- The data analysis procedure, data validation, coding and data entry,
- Cross-tabulation, graphic representation of data, univariate statistical analyses
- The concept of statistical significance, Type I & II errors
- Hypotheses development & testing

**Readings:** Text, Chapter 13

**Week 11 (March 20): Statistical Analyses with SPSS (II): Basic Contrasts and Statistical Tests**

- Common statistical tests, means comparisons: between groups, within groups, multiple means (ANOVA)
- Correlations, simple (bivariate) regression
- Identification of outliers

**Readings:** Text, Chapter 14

**Week 12 (March 27): Statistical Analyses with SPSS (III): Multivariate Data Analysis**

- Bivariate regression analysis (cont.) coefficients of determination and correlation
- Multivariate data analyses: multiple regression, MANOVA, MANCOVA
- A brief introduction to: cluster analysis, factor analyses, perceptual mapping

**Readings:** Text, Chapter 14 (continued)

**ASSIGNMENT DUE:** Research Proposal Projects – including peer evaluations – each group *must* hand in a paper copy of the report at the beginning of class *and* upload one electronic copy in OWL.

**Week 13 (April 3): Communicating the Research Results, Managing Marketing Research**

- Organizing and preparing the research report
- Effective use and communication of marketing research information

**Readings:** Text, Chapter 15

**During final exam period (April 9-30, 2017): FINAL EXAM**

- 3 hours, closed book. CUMULATIVE, corresponding to topics covered in weeks 1-13. This includes assigned text chapters, assigned supplementary materials, and classroom discussions. WEIGHTED with emphasis on post-midterm topics (approximately 25% pre-midterm topics, and 75% post midterm topics).

## 7. University Policy Regarding Illness

### 7.1 Illness

The University recognizes that a student's ability to meet his/her academic responsibilities may, on occasion, be impaired by medical illness. Illness may be acute (short term), or it may be chronic (long term), or chronic with acute episodes. The University further recognizes that medical situations are deeply personal and respects the need for privacy and confidentiality in these matters. However, in order to ensure fairness and consistency for all students, academic accommodation for work representing 10% or more of the student's overall grade in the course shall be granted only in those cases where there is documentation supplied (see below for process) indicating that the student was seriously affected by illness and could not reasonably be expected to meet his/her academic responsibilities.

Documentation shall be submitted, as soon as possible, to the appropriate Dean's office (the Office of the Dean of the student's Faculty of registration/home Faculty) together with a request for relief specifying the nature of the accommodation being requested. These documents will be retained in the student's file, and will be held in confidence in accordance with the University's Official Student Record Information Privacy Policy

[http://www.uwo.ca/univsec/pdf/academic\\_policies/general/privacy.pdf](http://www.uwo.ca/univsec/pdf/academic_policies/general/privacy.pdf)

Once the petition and supporting documents have been received and assessed, appropriate academic accommodation shall be determined by the Dean's Office in consultation with the student's instructor(s). Academic accommodation may include extension of deadlines, waiver of attendance requirements for classes/labs/tutorials, arranging Special Exams or Incompletes, re-weighting course requirements, or granting late withdrawals without academic penalty.

Academic accommodation shall be granted only where the documentation indicates that the onset, duration and severity of the illness are such that the student could not reasonably be expected to complete his/her academic responsibilities. (Note: it will not be sufficient to provide documentation indicating simply that the student was seen for a medical reason or was ill.)

A form to be completed by off-campus physicians is available at:

[http://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/medicalform.pdf](http://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform.pdf)

Whenever possible, students who require academic accommodation should provide notification and documentation in advance of due dates, examinations, etc. Students must follow up with their professors and their Academic Counselling office in a timely manner.

In the case of a final examination in the course, the student must arrange for a Special Examination or Incomplete through their Dean's office, for which you will be required to provide acceptable documentation.

If you feel that you have a medical or personal problem that is interfering with your work, you should contact your instructor and the Faculty Academic Counselling Office 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. In general, retroactive requests for grade

revisions on medical or compassionate grounds will not be considered.

#### 7.2 Make Up Examinations

The student must write a make-up exam if the regularly scheduled exam is missed for reasons for which adequate documentation is received by the instructor (this documentation must be supplied by the Academic Counseling office).

#### 7.3 Attendance

It is expected that students will attend all classes. The professor will post partially complete slides on OWL, and if a class is missed students are encouraged to obtain missed lecture notes from a fellow student.

### 8. University Policy on Cheating and Academic Misconduct

Cheating on exams will not be tolerated; students are referred to the university policy on scholastic offenses (see section 9.0 below). Looking at the test of another student, allowing another student to view your exam, or obtaining information about a test in advance are all examples of cheating. Students found cheating will receive a zero (0%) on that exam. A number of safeguards will be employed to discourage cheating. For example, examination supervisors (proctors) of the tests may ask students to move to another seat during the exam, cover their paper, avert their eyes from other students' papers, remove baseball caps, etc. This is not meant as a personal affront nor as an accusation of cheating, rather as vigilant attempts at proctoring. A copy of guidelines about how to avoid cheating can be obtained from the office of the Ombudsperson, Room 3135 WSSB, (519) 661-3573.

Students are responsible for understanding the nature of and avoiding the occurrence of plagiarism and other academic offenses. Students are urged to read the section on Scholastic Offenses in the Academic Calendar. Note that such offenses 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. If you are in doubt about whether what you are doing is inappropriate, consult your instructor. A claim that "you didn't know it was wrong" will not be accepted as an excuse.

The penalties for a student guilty of a scholastic offense 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.

### 9. Procedures For Appealing Academic Evaluations

In the first instance, all appeals of a grade must be made to the course instructor (informal consultation). If the student is not satisfied with the decision of the course instructor, a written appeal must be sent to the Assistant Program Director or Designate of the BMOS program. If the response of the Assistant Director is considered unsatisfactory to the student, he/she may then appeal to the Dean of the Faculty in which the course of program was taken. Only after receiving a final decision from the Dean, may a student appeal to the Senate Review Board Academic. A Guide to Appeals is available from the Ombudsperson's Office.

### 10. Student Responsibilities

**No late submissions of any course material will be accepted**, unless there are extraordinary circumstances (such as illness) that are acceptable to the course instructor. All assignments **must be submitted in hard copy**, and those indicated in the syllabus as requiring submission through Turn-It-In (the Marketing Research Report) must also be submitted electronically via OWL. No other



form of digital (e.g., by email) submissions will be accepted unless pre-arranged or directed by the course instructor.

Material covered in lectures will not always be the same as material covered in the textbook. These two sources should be viewed as complimentary. As such, students who want to do well in this course are **strongly encouraged** to attend lectures on a regular basis. If you miss a lecture, you should try to obtain this material from another student. It is also expected that students will remain focused on the activities during the class..

**Cell phones should not be used (nor should they be left on) during class. While laptops and tablets are permitted, web-surfing and email checking should be limited to class purposes.**

## 11. Support Services

### 11.1 Support Services

The Registrar's office can be accessed for Student Support Services at <http://www.registrar.uwo.ca> Student Support Services (**including the services provided by the USC listed here**) can be reached at: <http://westernusc.ca/services/> Student Development Services can be reached at: <http://www.sdc.uwo.ca/>

Students who are in emotional/mental distress should refer to Mental Health@Western [http://www.health.uwo.ca/mental\\_health/](http://www.health.uwo.ca/mental_health/) for a complete list of options about how to obtain help.

## 12. Other Issues

### 12.1 Grade Policy

The DAN Program has a grade policy which states that for courses in the 3300-4499 range, the class average must fall between 70% and 77% for all sections of a course taught by the same instructor. In very exceptional circumstances only, class averages outside this range may be approved by the Undergraduate Chair or Chair. Class averages are not grounds for appeal.

### 12.2 Short Absences

If you miss a class due to minor illness or other problems, check your course outline to make sure you are not missing a test or exam. Cover any readings and arrange to borrow the missed lectures notes from a classmate.

### 12.3 Extended Absences

If you are absent more than two weeks or if you get too far behind to catch up, you should consider reducing your workload by dropping one or more courses. The Academic Counsellors can help you to consider the alternatives. At your request, they can also keep your instructors informed about your difficulties.

### 12.4 Academic Concerns

If you are in academic difficulty, it is strongly recommended that you see your academic counsellor.

### 12.5 Important Dates:

January 5: Classes resume

January 13: Last day to add a second term half course.

February 20: Family Day. All offices closed.

February 20 – 24: Reading Week.

March 7: Last day to drop a second term half course without penalty.

April 7: Classes end

April 8: Study day

April 9 – 30: Examination Period

April 14: Good Friday. All offices closed.

April 30: Second term ends. Last day to apply for Spring Graduation.

For The University of Western Ontario Senate Regulations, please see the Handbook of Academic and Scholarship Policy at: [http://www.uwo.ca/univsec/academic\\_policies/index.html](http://www.uwo.ca/univsec/academic_policies/index.html)

#### Other Information

- Bring student identification to exams.
- Nothing is to be on/at one's desk during an exam except a pencil, an eraser, and the individual's student card
- Do not wear baseball caps to exams
- Do not bring music players, cell phones, beepers, or other electronic devices to exams

For The University of Western Ontario Senate Regulations, please see the Handbook of Academic and Scholarship Policy at: [http://www.uwo.ca/univsec/academic\\_policies/index.html](http://www.uwo.ca/univsec/academic_policies/index.html)