
MOS 3420G Section – 001 and 002

Marketing Research

Winter 2020

Course Outline

1. Course Information:

1.1 Class Location and Time:

1.2 **Section 001**

SSC 3014

Wednesdays 6:30pm – 9:30pm

1.3 **Section 002**

UC 2110

Thursdays 10:30am – 1:30pm

1.4 Contact Information:

Instructor: Dr. Sean Hingston, PhD

Office: SSC 4313

Office Hours: Wednesday 4:30pm–5:30pm, also by appointment, phone, etc.

Phone: 519-661-2111 x81465

Email: shingst@uwo.ca

DAN Department of 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 519-661-2147 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 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.

3 lecture hours, 0.5 course

Antirequisite(s): MOS 3420F/G and Business Administration 4481Q/R/S/T.

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 2242F/G; Psychology 2820E; Sociology 2205A/B; Statistical Sciences 2035.

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.”

This regulation is in regard to the COURSES required. Students not in BMOS are permitted to enroll in up to 1.0 MOS courses, per the Academic Timetable.

3. Textbook

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

Additional readings available on OWL.

4. Course Objectives and Format

4.1 Course objectives

This course integrates the various research tools used within the social sciences and applies them to real-life marketing research settings. The 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. The focus will be on how to develop research designs, instruments, and methodologies to answer specific applied research questions and test theories. 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.

4.2 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. During the term, students are encouraged to share marketing research examples that they might come across, either directly or via the media, with the class.

5. Learning Outcomes

5.1 Learning outcomes:

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

1. Synthesize social science research approaches and develop knowledge and awareness of available research methods and tools/designs for discovering insights into marketing phenomena and for collecting, compiling, and analyzing marketing data.
2. Identify appropriate statistical tests to apply to marketing research questions; conduct, analyze, and interpret research data; and infer conclusions and apply research 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.

6. Evaluation

There are four evaluation components in the course:

Application Tasks (ongoing, in class) = 25%

Midterm Exam (In class – see schedule) = 25%

Marketing Research Proposal (due in final class) = 25%

Final Exam (during examination period schedule by the Registrar) = 25%

Total = 100%

Exams are a combination of short answer, multiple choice, and true/false in format. Each exam, in total, will be scheduled for **2 hours**, and both are **closed book examinations**. Exams may contain content from lectures and assigned readings (i.e., students are responsible for content from the textbook that is not discussed in class). **Dictionaries are NOT allowed into the examinations.**

CALCULATORS:

Only non-programmable calculators will be allowed into the exams. If you are unsure, please ask your professor to check your calculator.

Electronic devices of any kind (including cell phones, smart watches, and programmable calculators) are NOT permitted at exams.

Students are responsible for material covered in the lectures as well as the assigned chapters/sections in the text. The midterm exam will be in class time (2 hours). The final exam will be scheduled during the exam period. Exams will not be returned to students but may be reviewed in the instructor's office.

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.

Exams will 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.

Grades will not be adjusted on the basis of need. It is important to monitor your performance in the course. Remember: *You are responsible for your grades in this course.* (see Point #12 below for more on this)

The DAN Department has a grade policy which states that for courses in the 3000-4000 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.

6.1 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 ability (knowledge) to apply concepts from class. This will require being physically present in class, being prepared for discussion by completing the required readings before 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. If an application task is missed, students will need documentation provided by Academic Counselling to obtain an opportunity to make up the missed task.

6.2 Midterm Exam

Date: Week 8, February 26 (Section 001) or February 27 (Section 002)

6.3 Marketing Research Proposal

Due Dates: Introduction – Week 4, January 29/30
Progress Report – Week 10, March 11/12
Final Report – Week 13, April 1/2

Working as a member of a group (3-4 students), students will conceive of and design a marketing research proposal. See project guidelines on OWL for further details.

Note that with this project there are a few steps that must be accomplished at regular intervals during the course of the semester. In other words, there are various 'due-dates' for various components of the project. This is so that you can receive feedback during the process. See project guidelines on OWL for further details.

The final written research proposal should represent a professional effort in content, structure, and presentation. The main body must be between 3000-3500 words (pages numbered, double-spaced, Times New Roman size 12 font, 1-inch margins, word count indicated on the title page). On the **due date** (stated above), each group must upload one electronic copy to OWL to be run through **Turn-it-In** by the start of class. There are no exceptions to these requirements, and **no late submissions will be accepted.**

In addition, students are **required to evaluate group members' contributions, including their own**, to the research proposal project. Thus, in calculating research proposal grades *your peers' evaluations will also be considered* and your grade may be adjusted if the evaluations in the group indicate an uneven distribution of quality of contribution and effort. Lack of participation by one or more group members will not affect the final mark of the project itself, but it may lead to less than full marks being awarded to the group member(s) who have not participated fully. If your peers have evaluated you between 5/10 to 7/10 on average, your final grade on the project will be reduced by 10%. If your peer evaluation shows your contribution to be 5/10 or less from your group members, your grade on the project will be reduced by 20%. If a group member has literally not contributed at all, that group member will receive a grade of zero on the project. **NOTE:** These evaluations were made by your peers, not the instructor. Therefore, you cannot appeal your peer evaluation with the instructor. Submitted peer evaluations are final and cannot be altered after submission.

Peer evaluations will be completed online during the last class (a link will be provided). Submitting a peer evaluation is **mandatory** and any students failing to do so will receive a 10% penalty on their final group project grade.

6.4 Final Exam

Date: TBA – during final exam period April 6-26 2020.

7. Lecture and Examination Schedule

See schedule in OWL.

8. Student Responsibilities

Material covered in lectures will not always be the same as material covered in the textbook. These two sources should be viewed as complimentary and not redundant. As such, students who want to do well in this course are **strongly encouraged** to attend lectures on a regular basis.

8.1 Respect

Please act respectfully towards the classroom, the Professor, and your fellow students. Acting respectfully means arriving on time, turning off phones, avoiding private discussions during lectures, refraining from viewing non-course material on your laptops, and cleaning up after yourself. Acting respectfully provides a better learning experience for everyone.

Private in-class discussions are distracting to students and the Professor. If other students are distracting your attention from the material, you should ask them to be quiet. If you feel uncomfortable doing this (or the problem persists), please see the instructor.

Late arrivals are also distracting. Please try to arrive on time for class.

8.2 No Recording of Classes

Students are not permitted to record any portion of a class, audio or video, without the prior written permission of the professor.

8.3 Copyright Notice

Lectures and course materials, including power point presentations, outlines, and similar materials, are protected by copyright. You may take notes and make copies of course materials for your own educational use. You may not record lectures, reproduce (or allow others to reproduce), post or distribute lecture notes, wiki material, and other course materials publicly and/or for commercial purposes without my written consent.

9. Exam Policies

- 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.
- To ensure fairness to all students, questions will not be answered during exams.

10. E-mail Policies

The following policies apply to all emails between students and the Professor. Please respect the fact that the Professor receives hundreds of emails from students and must deal with those emails in a fair and organized manner. Unacceptable emails will receive a reply saying only "Please see Email Policies on the course outline".

10.1 Messages must be sent through the Course Email function in OWL

In order to keep these conversations organized and to avoid other common class email issues (e.g., people sending messages from non-UWO email accounts; linking a message sender to their course and section, etc.), I will only respond to messages sent through the Course Email function in OWL.

10.2 Acceptable Emails

- Questions about the course content or materials.
- Asking to set up an appointment to ask questions or review an exam.
- Notification of illness or other special circumstances.
- Providing constructive comments or feedback about the course.

10.3 Unacceptable Emails

- Questions that are already answered on OWL or in this course outline.
- Asking when grades will be posted.
- Asking what grade a student received.
- Asking where or when an exam is scheduled or the material covered on an exam.
- Requests for grade increases, extra assignments, or reweighting of course components.

11. Attendance

It is expected that students will attend all classes. The professor **does not** provide access to lecture notes. Students are encouraged to obtain missed lecture notes from a fellow student.

11.1 Short Absences

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

11.2 Extended Absences

If you are absent more than approximately 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. Grade Fairness

Fairness requires that all students be treated equally and be evaluated using the criteria set out in this course outline. The evaluation criteria are based on actual achievement and not on how hard a student has tried. Claims by students of an excellent academic history, good attendance record, need to obtain or maintain a scholarship, desire to be admitted to Ivey or graduate school, or other personal issues, cannot be used to justify a higher grade in the course or a reweighting of course components. There is no extra work or assignments available for extra credit or to “make up” for a course component that was missed or performed poorly.

13. Posting of Grades

Midterm exam grades will be posted on OWL once the grades are available. Final exam grades and final course grades are not posted on OWL and are available once they have been posted by the Registrar under “Academic Summary” at the Student Centre website.

14. University Policy Regarding Illness

14.1 Illness

For details on University Policy and student responsibilities go to:

https://www.uwo.ca/univsec/pdf/academic_policies/appeals/Academic_Consideration_for_absences.pdf

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

- i. Submitting a Self-Reported Absence form provided that the conditions for submission are met (maximum of 2 from September to April, valid for 48 hours or less, on course work worth less than or equal to 30%); or
- ii. For medical absences, submitting a Student Medical Certificate (SMC) : https://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform.pdf signed by a licensed medical or mental health practitioner in order to be eligible for Academic Consideration; or
- iii. For non-medical absences, submitting appropriate documentation (e.g., obituary, police report, accident report, court order, etc.) to Academic Counselling in order to be eligible for academic consideration. Students are encouraged to contact their Academic Counselling unit to clarify what documentation is appropriate.

Students seeking academic consideration:

- are advised to **consider carefully the implications** of postponing tests or midterm exams or delaying handing in work;

- are encouraged to make appropriate decisions based on their specific circumstances, recognizing that minor ailments (upset stomach) or upsets (argument with a friend) are not an appropriate basis for a self-reported absence;
- **must communicate with their instructors no later than 24 hours** after the end of the period covered by either the self-reported absence or SMC, or immediately upon their return following a documented absence.

14.2 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](#)). If you have a conflict with one of the exam dates, it is your responsibility to **discuss it with me by the add/drop date and provide documentation of the conflict**. If your documentation is approved, you will be allowed to write a make-up exam at 9:00AM on the Friday following the regularly scheduled exam. Make-up exams may or may not be the same format as the regularly scheduled exam.

If you miss an exam due to illness or other unforeseen reason, you must email me within 24 hours of the regularly scheduled exam and provide documentation of the reason for missing the exam to your Academic Counsellor. I strongly urge you to visit a doctor on the day of the missed exam to obtain documentation of your illness. If your Academic Counsellor and I agree that your reason for missing the exam is legitimate and supported by your documentation, you will be allowed to write a make-up exam at 9:00AM on the Friday following the regularly scheduled exam. Make-up exams may or may not be the same format as the regularly scheduled exam.

If a student is unable to meet the scheduled make-up as agreed, then the student is responsible for obtaining new accommodations from Academic Counselling, and seeking a new make-up date with the instructor within a reasonable time frame.

15. University Policy on Cheating and Academic Misconduct

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. [This brochure](#) offers a useful guideline regarding issues of academic integrity.

A copy of guidelines about how to avoid cheating can be obtained from the office of the [Ombudsperson](#), Room 3135 WSSB, (519) 661-3573, ombuds@uwo.ca.

Cheating on exams will not be tolerated; students are referred to the university policy on scholastic offenses. 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.

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.

16. Procedures For Appealing Academic Evaluations

1. In the first instance, all appeals of a grade must be made to the course instructor (informal consultation).
2. If the student is not satisfied with the decision of the course instructor, a written appeal must be sent to the Undergraduate Chair: Student Affairs of the Department of Management and Organizational Studies.
3. If the response of the Undergraduate Chair 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.
4. 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.

17. Support Services

17.1 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/ for a complete list of options about how to obtain help.

17.2 Academic Concerns

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