**Course Outline – Revision 1**

**Course:** [MOS 3420 – Marketing Research]

**Section:**  001 and 002

**Instructor:** Hingston

**Revision Date:** March 27, 2020

Given the University’s directive to move all Winter 2020 classes online beginning Wednesday, March 18, it is necessary to revise the course outline for the course specified above. The purpose of this document is to communicate these revisions in a clear and concise manner. This document serves as a formal revision to the course outline and any revisions to the grading scheme supersede previously agreed-upon course requirements.

**Table 1: Course Schedule**\*

|  |  |  |  |
| --- | --- | --- | --- |
| **Week of** | **Original course content / learning outcomes** | **Revised course content / learning outcomes** | **Revised means of delivery** |
| March 9 |  | N/A | N/A |
| March 16 | Text chapter 4 | Text chapter 4 | Online via narrated slides plus OWL forum |
| March 23 | Text chapter 5 | Text chapter 5 | Online via narrated slides plus OWL forum |
| March 30 | Text chapter 15 | Text chapter 15 | Online via narrated slides plus OWL forum |

\* This schedule is considered binding as of March 18, 2020.

**Table 2: Course Grading Scheme**†

|  |  |  |  |
| --- | --- | --- | --- |
| **Assessment/Component** | **Original weight** | **Revised weight** | **Revised date or due date** |
| Application Tasks | 25% | 25% |  |
| Midterm Exam | 25% | 25% |  |
| Marketing Research Proposal | 25% | 25% |  |
| Final Exam (This will be conducted online via Qualtrics during the exam time previously set by the registrar.) | 25% | 25% | April 6, 7-9:00 PM |

† Note that previously completed assessments may have been re-weighted. Since alternatives to final exams are still under discussion, this scheme may need to be revised. Any revisions will be announced as “Revision 2” by April 3, 2020.

Approved by Department: [name of Chair or Undergrad Chair] March ??, 2020

Approved by Faculty of Science: [Dean’s-office reviewer if necessary] March ??, 2020