



MOS 3420F Section – 001 and 002

Marketing Research

Fall 2020

Course Outline

1. Course Information:

1.1 Class Location and Time: Distance Studies/Online

1.2 Contact Information:

Instructor: Amir Sepehri

Office: Online meetings only

Office Hours: Thursdays 3-5 pm (Using sign-up tool on OWL)

Phone: Online meetings only

Email: asepehr@uwo.ca

DAN Department of Management & 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 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.

Antirequisite(s): MOS 3470F/G.

Prerequisite(s): MOS 2320A/B or MOS 3320A/B and enrollment in 3rd or 4th year of BMOS. Pre-or Corequisite(s): One of: MOS 2242A/B; Psychology 2820E; Sociology 2205A/B and Sociology 2206A/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.

Case: Harvard Graduate Student Housing Survey (HBR – available through Western Bookstore)

Additional readings available on OWL.

4. Course Objectives and Format

The DAN Department of Management and Organizational Studies as a whole draws upon an evidence-based management approach. Evidence-based management is the systematic process of gathering evidence from multiple sources, critically appraising the evidence, and using that evidence in making and evaluating management decisions to improve organizational performance.

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 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. Lectures will be delivered in voice-over-PPT videos so that students can progress at their own pace. The reading assignments and application tasks will provide the opportunity to learn the concepts and theories of various marketing research topics, and to apply this knowledge in a systematic manner.

The weekly lectures will be released via OWL on Wednesdays at noon.

5. 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.

6. Evaluation

There are four evaluation components in the course.

Application Tasks = 35%

Midterm Exam 1 (October 21) = 15%

Midterm Exam 2 (November 25) = 10%

Marketing Research Proposal (due final class) = 30%

Final Exam (during examination period schedule by the Registrar) = 10%

Total = 100%

Exams will be multiple choice in **format**. Each exam, in total, will be scheduled for **1 hour** and all exams are **closed book examinations**. **It will not be possible to return to an already-answered question.**

Students are responsible for material covered in the lectures as well as the assigned chapters/sections in the text. The final exam will be scheduled during the exam period and is NOT cumulative.

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.

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.

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 application activities. These application tasks will be graded on the basis of your ability (knowledge) to apply concepts from class, **with your top 8 tasks counting towards the grade**. These will be group assignments. As assigned, **details will 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. No make-ups will be given as the students have the opportunity to skip one assignment (i.e., only 8 out of 9 assignments count towards the grade).

6.2 Midterm Exams 1 and 2

Date: As indicated above.

6.3 Marketing Research Proposal

Due Date: Introduction – Uploaded to OWL, Week 4

Progress Report – Uploaded to OWL, Week 11

Final Report – Uploaded to OWL, Last week of classes

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

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, not inclusive of appendices and references). On the **due date as above**, each group must upload one electronic copy to OWL to be run through **Turn-it-In**. 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.

6.4 Final Exam

Date: TBA – during final exam period

7. Lecture and Examination Schedule

Week 1 (September 09): 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

Readings: Text - Chapter 1, Chapter 2.

Week 2 (September 16): Secondary Data and Data Analytics

- Nature and uses of secondary data
- Hypothesis vs. data driven research
- Making data actionable
- Evolving consumer privacy

Readings: Text, Chapter 3.

FORM GROUPS FOR ASSIGNMENTS AND PROJECTS

Week 3 (September 23): Measurement and Scaling in Marketing Research

- The measurement process
- Measurement scales and their applications
- Reliability and validity

Readings: Text, Chapter 6

Week 4 (September 30): Statistical Analyses with SPSS

- The data analysis procedure, data validation, coding and data entry
- Hypotheses development & testing
- Common statistical tests (part 1)

Readings: Text, Chapter 13

Research proposal milestone DUE:

Research Proposal Introduction: names/ID's, preliminary ideas. Upload on OWL.

Week 5 (October 7): Statistical Analyses with SPSS 2

- Common statistical tests (part 2)
- Cross-tabulation and correlations

Readings: Text, Chapter 14

Week 6 (October 14): Statistical Analyses with SPSS 3

- Outliers
- Multiple regression and coefficients

Midterm exam review

Week 7 (October 21): Midterm Exam 1 + Intro to survey research

Online – Closed book and closed note, 1 hour, topics covered up to this date.

- Introductions to questionnaires and survey research

WEEK 8 (October 28): Questionnaires and Survey Research

- Questionnaire design
- Online marketing research

Readings: Text, Chapter 7, Chapter 8, Chapter 9, HBR Harvard Graduate Student Housing Case

Week 9 (November 04): READING WEEK

Week 10 (November 11): Principles of Sampling

- Errors in survey research
- The sampling process, sampling and non-sampling errors
- Probability and non-probability sampling techniques
- Determination of sample size

Readings: Chapter 11, Chapter 12

Week 11 (November 18): Experimentation

- Fundamental concepts of experimentation
- Experimental settings and validity
- Experimental design, treatments, and effects
- Exam review

Readings: Text, Chapter 10

ASSIGNMENT DUE: Research Proposal Progress Report – Online: Upload on OWL.

Week 12 (November 25): Midterm 2 + Qualitative Research

- Nature and uses of qualitative research
- Focus groups, depth interviews, and other forms of qualitative research

Readings: Text Chapter 4

Week 13 (December 02): Observation Research

- Nature and uses of observational research
- Human and machine observation methods

Readings: Text, Chapter 5

Week 14 (December 09): Communicating Research Results

- Research reports
- Data visualization
- Exam review

Readings: Text, Chapter 15

ASSIGNMENT DUE: Research Proposal Projects – each group to upload one electronic copy in OWL (via Turn-it-in).

8. Student Responsibilities

Students should familiarize themselves with Western University Senate Regulations, please see:
http://www.uwo.ca/univsec/academic_policies/index.html.

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. Please note that the instructor will not be providing copies of lectures notes or overheads. Therefore, if you miss a lecture, you should try to obtain this material from another student.

8.1 Respect

Please act respectfully towards the course, the Professor, and your fellow students. Acting respectfully means arriving on time to planned online meetings, turning off other devices. Acting respectfully provides a better learning experience for everyone.

8.2 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 videos, notes, wiki material, and other course materials publicly and/or for commercial purposes without my written consent.

9. Exam Policies

- Exams will be multiple choice in format. Each exam, in total, will be scheduled for 1 hour and all exams are closed book examinations.
- No other browsers or programs may be open while an exam is in progress.
- It will not be possible to return to an already-answered question.

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 UWO.CA Email Addresses Only

For privacy reasons, students must use their Western email accounts to contact the Professor. The Professor will not respond to emails from non-uwo.ca addresses (e.g. hotmail.com, gmail.com, etc.).

10.2 Subject Line Must Include Course and Section Number

The subject line of emails must contain the name or number of the course, and the section number in which the student is enrolled. The Professor teaches different courses and sections and cannot properly respond to questions if he does not know which course or section you are enrolled in.

10.3 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

10.4 Unacceptable Emails

- questions that may be answered on OWL or on 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

11.1 Short Absences.

If you miss a week due to minor illness or other problems, check your course outlines and make sure you are not missing a test or exam. Cover any readings and view any lectures you may have missed.

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_absence_s.pdf

The current Illness Policy is available here (subject to change):

https://dan.uwo.ca/undergraduate/course_information/IllnessPolicy.pdf

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).

The date and time of the make-up examination will be set by the instructor, who will communicate the date to the student.

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.

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.

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/your-services/>

Student Development Services can be reached at: <http://www.sdc.uwo.ca/>

Students who are in emotional/mental distress should refer to Health and Wellness at Western University: <https://www.uwo.ca/health/> for a complete list of options about how to obtain help.

17.2 Academic Concerns.

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