

**COURSE CODE:** BUAD 210

**COURSE TITLE:** Introduction to Marketing Research

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### **Calendar Description**

This course introduces research theory and methodology as they relate to effective decision-making in business. Emphasis is on research design in exploratory and qualitative research. Topics include secondary research and primary and qualitative research concentrating on interviewing, focus groups and observational research. Students develop the knowledge and skills necessary for research proposal writing, research design and report presentation. (also offered by Distance Education)

**Prerequisite(s):** BUAD 116 with minimum grade of 60%

**Co-requisite(s):** None

**Prerequisite For:** BUAD 344, 470

**Substitutable Courses:** None

**Graduation Requirement:** Required - Diploma and BBA, Marketing option

**Transfer Credit:** N/A

**Special Notes:** Students with credit for BUAD 268 cannot take BUAD 210 for further credit

**Credits:** 3

**Hours per Week:** 3

**Originally Developed:** April 2009

**EDCO Approval:** May 2009

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**CHAIR'S APPROVAL:** 

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## Learning Outcomes

- Outcome Upon completion of this course students will be able to:
- 1 **Describe** the role of marketing research in the strategic planning process.
  - 2 **Describe** the six steps in the marketing research process.
  - 3 **Define** a management problem and operationalize it into a research study.
  - 4 **Identify** secondary data sources and databases for solving marketing problems.
  - 5 **Utilize** the market and financial feasibility of venture ideas through an analysis of business models.
  - 6 **Design** a qualitative research study for conducting interviews, surveys, focus groups, and observations.
  - 7 **Execute** a qualitative research design.
  - 8 **Clearly** and concisely present research results verbally and in written format.

## Course Objectives

- Objectives This course will cover the following content:  
See weekly course schedule below

## Professors

Name	Phone Number	Office	Email
Alan Rice (Course Captain)	ext. 4879	K-E219	<a href="mailto:arice@okanagan.bc.ca">arice@okanagan.bc.ca</a>

## Evaluation Procedure

Assignments (3 Assignments)	35 %
2 Quizzes and Class Participation	35 %
Final Exam (Cumulative)	30 %
<b>Total</b>	<b>100 %</b>

### What is the acceptable and approved use of Artificial Intelligence (AI) in this course?

#### Generative AI tools are not permitted unless explicitly stated otherwise

- The use of generative artificial intelligence tools is strictly prohibited in all course assignments unless explicitly stated otherwise by the instructor in this course. This includes ChatGPT and other artificial intelligence tools and programs. Whenever generative AI tools are permitted and used, they must be appropriately cited. (See [How to cite ChatGPT \(apa.org\)](#))

## Required Materials

Babin, B.J., Essentials of Marketing Research, 7th Edition, Cengage, 2019 (ISBN-10: 1-337-69366-9; ISBN-13: 978-1-337-69366-0)

**Note: This textbook is also used for the 3rd year, BUAD 344, Marketing Research course, which focuses on designing, planning, and analyzing quantitative marketing research studies.**

## Notes

### Exams

Quiz 1 (10%); Quiz 2 (15%); Final Exam (30%). Students must achieve an overall average passing mark of 50% on exams to pass the course.

Students are expected to read the chapters and complete the assigned materials and exercises, prior to coming to class.

Professors may progress more quickly or slowly through the assigned chapters depending on complexity, discussion, current issues, and use of guest speakers.

### Assignments

Will be graded as follows:

- AS01 – Research proposal – 10%
- AS02 – Focus group or Observation – 15%
- AS03 – Questionnaire – 10%

Late assignments will be penalized with a 20% deduction every 24 hours from the due date and time. After 5 days, the assignment is worth 0 points and will not be graded.

### Assignments

Students will be assigned (unless otherwise stated) to small research teams to undertake the three assignments. Understand that team work requires equal participation. Those team members who do not participate to the satisfaction of the professor, may have their names removed from the assignment and be "fired" from the research project – in other words, assigned a pro-rated or 0 grade for that assignment.

### Participation and class attendance

Is required to successfully complete the in-class and pre-class activities and term work. Pre-class quizzes, presentations, and/or other participation requirements make up the rest of your Class Participation **grade (10%)**. **Please note that there will be no "make-ups" for these assessments.**

## Course Schedule

(Subject to change at the discretion of the professor)

Date		Topic	Textbook
2024 Week of:		Wednesday, September 4 <sup>th</sup> , First day of class Friday, September 13 <sup>th</sup> , Last day to register for Fall 2024 Monday, September 30 <sup>th</sup> , Statutory Holiday (no classes) Monday, October 14 <sup>th</sup> , Statutory Holiday (no classes) Friday, October 25 <sup>th</sup> , Last day to withdraw from class without academic penalty Monday, November 11 <sup>th</sup> , Statutory Holiday (no classes) Friday, December 6 <sup>th</sup> , Last day of class	Chapter(s):
<b>Sep</b> 5	1	Course Overview The Role of Marketing Research	Ch 01
10, 12	2	Harnessing Big Data into Better Decisions	Ch 02
17, 19	3	Marketing Research Process <b>AS01: Writing a Research Proposal</b>	Ch 03
24, 26	4	Organization and Ethical Issues	Ch 04
<b>Oct</b> 1, 3	5	Secondary Data Research in a Digital Age	Ch 06
8, 10	6	<b>Mid-Term 1 (Ch. 1-4,6)</b>	AS01 Due
15, 17	7	Qualitative Research Tools	Ch 05
22, 24	8	Observation <b>AS02: Focus Group or Observation</b>	Ch 08
29, 31	9	Communicating Research Results	Ch 16
<b>Nov</b> 5, 7	10	Survey Research Basic Statistics for Survey Research (pages 392-398) <b>AS03: Questionnaire</b>	Ch 07 Ch 13
12, 14	11	<b>Mid-Term 2 (Ch. 5, 7, 8, 16)</b>	<b>AS02 Due</b>
19, 21	12	Conducting Marketing Experiments Measurement & Attitude Scaling	Ch 09 Ch 10
26, 28	13	Questionnaire Design Sampling Designs and Sampling Procedures	Ch 11 Ch 12
<b>Dec</b> 3, 5	14	Presentations	<b>AS03 Due</b>
	15	<b>Final Exam Period</b>	

## Skills Across the Business Curriculum

The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

## Student Conduct and Academic Honesty

### What is the Disruption of Instructional Activities?

At Okanagan College (OC), disruption of instructional activities includes student “conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study facilities of OC”, as well as conduct that leads to property damage, assault, discrimination, harassment and fraud. Penalties for disruption of instructional activities include a range of sanctions from a warning and/or a failing grade on an assignment, examination or course to suspension from OC.

### What is Cheating?

“Cheating includes but is not limited to dishonest or attempted dishonest conduct during tests or examinations in which the use is made of books, notes, diagrams or other aids excluding those authorized by the examiner. It includes communicating with others for the purpose of obtaining information, copying from the work of others and purposely exposing or conveying information to other students who are taking the test or examination.”

Students must submit independently written work. Students may not write joint or collaborative assignments with other students unless the instructor approves it in advance as a group/team project. Students who share their work with other students are equally involved in cheating.

### What is Plagiarism?

Plagiarism is defined as “the presentation of another person’s work or ideas without proper or complete acknowledgement.” It is the serious academic offence of reproducing someone else’s work, including words, ideas and media, without permission for course credit towards a certificate, diploma, degree and/or professional designation. The defining characteristic is that the work is not yours.

“Intentional plagiarism is the deliberate presentation of another’s work or ideas as one’s own.” Intentional plagiarism can be a copy of material from a journal article, a book chapter, data from the Internet, another student, work submitted for credit in another course or from other sources.

“Unintentional plagiarism is the inadvertent presentation of another’s work or ideas without proper acknowledgement because of poor or inadequate practices. Unintentional plagiarism is a failure of scholarship; intentional plagiarism is an act of deceit.”

### What are the Students’ Responsibilities to Avoid Plagiarism?

Students have a responsibility to read the OC Plagiarism Policy and Procedures outlined in the OC calendar, which is available in online format [www.okanagan.bc.ca](http://www.okanagan.bc.ca). Students must acknowledge the sources of information used on all their assignments. This usually involves putting the authors’ name and the year of publication in parentheses after the sentence in which you used the material, then at the end of your paper, writing out the complete references in a Reference section.

“Students are responsible for learning and applying the proper scholarly practices for acknowledging the work and ideas of others. Students who are unsure of what constitutes plagiarism should refer to the UBC publication “*Plagiarism Avoided; Taking Responsibility for your Work*”. This guide is available in OC bookstores and libraries.

Students are expected to understand research and writing techniques and documentation styles. The Okanagan School of Business requires the use of the APA or MLA style, but suggests that students cite references using the APA guidelines (see Publication Manual of the American Psychological Association, 6<sup>th</sup> edition (2009)). A copy of the APA manual is available in the reference section and also available for circulation from OC libraries. The library website has access to these two major citing styles.

### What are the Penalties for Plagiarism and Cheating?

The Okanagan School of Business does not tolerate plagiarism or cheating. All professors actively check for plagiarism and cheating and the Okanagan School of Business subscribes to an electronic plagiarism detection service. All incidents of plagiarism or cheating are reported and result in a formal letter of reprimand outlining the nature of the infraction, the evidence and the penalty. The Dean of the Okanagan School of Business and the Registrar record and monitor all instances of plagiarism and cheating. Penalties for plagiarism and cheating reflect the seriousness and circumstances of the offence and the range of penalties includes suspension from OC.