

**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	<b>Describe</b> the role of marketing research in the strategic planning process.
2	<b>Describe</b> the six steps in the marketing research process.
3	<b>Define</b> a management problem and operationalize it into a research study.
4	<b>Identify</b> secondary data sources and databases for solving marketing problems.
5	<b>Utilize</b> the market and financial feasibility of venture ideas through an analysis of business models.
6	<b>Design</b> a qualitative research study for conducting interviews, surveys, focus groups, and observations.
7	<b>Execute</b> a qualitative research design.
8	<b>Clearly</b> 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
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## Professors

Name	Phone Number	Office	Email
Edward Pye		C274	<a href="mailto:epye@okanagan.bc.ca">epye@okanagan.bc.ca</a>

## 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.**

## Skills Across the Business Curriculum

The 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.

## Evaluation Procedure

Assessment	Marks
AS01 - Research Proposal	10%
AS02 - Research Implementation	10%
AS03 - Results Presentation	10%
Quiz 1	10%
Quiz 2	10%
Participation (In-Class Activities)	20%
Final Exam (Cumulative)	30%
<b>Total</b>	<b>100 %</b>

## Evaluation Notes

- 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.
- 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.
- Term assignments will be completed in groups which require equal participation.
- Participation is required to successfully complete the in-class activities and term work.
- 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 \(apa.org\)](#))

## Course Schedule

(Subject to change at the discretion of the professor)

Date	Topic	Textbook	
Sept	1	Course Overview	
	8	The Role of Marketing Research Data in Research	Ch 01/02
	15	Marketing Research Process	Ch 03
	22	Organization and Ethical Issues	Ch 04
	29	Qualitative Research / Secondary Data	Ch 05/06
Oct	6	Review and Mid-Term Quiz 1 (Ch. 1-6)	AS01 Due
	13	Research Design	Ch 10/11/12
	20	Survey Research	Ch 07
	27	Observation	Ch 08
Nov	3	Conducting Marketing Experiments	Ch 09
	10	Review and Mid-Term Quiz 2 (Ch. 7-12)	AS02 Due
	17	Data Analysis	Ch 14
	24	Presentations	AS03 Due
Dec	1	Presentations	AS03 Due
	8	Final Exam Period	

## General Course Dates

- Wed, Sep 3 - Classes begin
- Fri, Sep 12 - Add/drop date - Last day to register for a course and to receive a refund for course drop
- **Tue, Sep 30 - Statutory Holiday (no classes)**
- **Mon, Oct 13 - Statutory Holiday (no classes)**
- Fri, Oct 24 - Last day to withdraw from a course without academic penalty
- **Mon, Nov 10 - No classes**
- **Tue, Nov 11 - Statutory Holiday (no classes)**
- Fri, Dec 5 - Last day of regularly scheduled classes
- Tue, Dec 9 - Thu, Dec 18 - Final exam period – see [policy](#).

## Student Conduct

### **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.

## Academic Honesty

Students have a responsibility to read the [OC Academic Integrity Policy](#).

### **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 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 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 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 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.

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Last Updated: April 7, 2025 ([New Academic Integrity Policy Link](#))

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