

COURSE CODE: BUAD 210

COURSE TITLE: Introduction to Marketing Research

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 336, 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

CHAIR'S APPROVAL: 

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 **Outline** appropriate research approaches for conducting interviews, surveys, focus groups, and observations.
 - 6 **Execute** a qualitative research design.
 - 7 **Interpret** basic findings from qualitative and quantitative marketing research and apply them to practical marketing decisions.

Course Objectives

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

Professors

Name	Phone Extension	Office	E-mail
Alan Rice	4879	E220	arice@okanagan.bc.ca
Madeleine Vermeulen	TBD	TBD	TBD

Evaluation Procedure

This course is evaluated using applied mini-projects, participation, two midterm exams, and a cumulative final exam

Component	Weight
MRP01 – Secondary Research Intelligence Brief	8%
MRP02 – Structured Observation Memo	10%
MRP03 – Mini Focus Group & Reflection	10%
MRP04 – Questionnaire Design & Pretest Memo	7%
Participation & Engagement	5%
Projects and Participation	40%
Midterm Exam 1	15%
Midterm Exam 2	15%
Cumulative Final Exam	30%
Exams	60%
Course Total	100%

Generative AI tools (e.g., ChatGPT, Gemini, Copilot)

- Generative AI tools may be used in this course only as a limited “research assistant” (for idea generation, clarification, and editing) and only when explicitly permitted by the instructor. Any use of AI tools on approved assignments must be clearly disclosed and cited using APA guidelines. A more detailed Generative AI policy, including specific do/don’t examples, is available in the course Moodle shell. (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

- This course includes two in-term midterm exams (15% each) and one cumulative final exam (30%).
- Students must achieve a **minimum overall average of 50% on the two midterms and the final exam** combined in order to pass the course, regardless of performance on other course components.

Mini-Projects

- Four applied mini-projects (Secondary Research Intelligence Brief, Structured Observation Memo, Mini Focus Group & Reflection, Questionnaire Design & Pretest Memo) collectively account for 35% of the course grade.
- Unless otherwise specified, mini-projects will be completed in small research teams. Each project is designed to give students practical exposure to the core stages of the marketing research process so they can become knowledgeable consumers of research and work effectively with research suppliers in the future.
- Where permitted, students may use generative AI tools as a research assistant (e.g., for idea generation, organization, and editing). All such use must be clearly disclosed in each submission and remains subject to the Academic Integrity and Generative AI policies outlined above.
- Participation & Engagement contributes an additional 5% to the course grade (for a combined 40% for projects and participation).

Late Submissions

- Late mini-projects are subject to a 20% deduction for every 24 hours after the posted deadline.
- After 5 calendar days past the due date and time, the assignment will receive a grade of 0 and will not be marked.

Teamwork and Contribution

- Team-based assignments assume equitable contribution from all team members.
- Students who do not participate to the satisfaction of the instructor may have their names removed from a team submission and may receive a reduced or zero grade for that assignment. In extreme cases, students may be “fired” from a team and required to complete alternative work at the instructor’s discretion.

Participation and Class Attendance

- Participation (5%) reflects preparedness, engagement, and contribution to in-class and online learning activities. This may include attendance, discussion, in-class exercises, short written reflections, and completion of designated practice quizzes.
- Practice chapter quizzes are provided as study tools to support learning and preparation for the midterms and final exam. They are generally low-stakes or ungraded individually but may be incorporated into the overall participation evaluation.
- There are no make-up opportunities for missed in-class participation activities or practice quizzes, except where required by official College policy (e.g., documented accommodation or approved absence).

Course Schedule

(Subject to change at the discretion of the professor)

	Date		Topic	Textbook
Week	2026 Week of:		Mon, Jan 5 - Classes begin Fri, Jan 16 - Last day to register for a course and to receive a refund for course drop Mon, Feb 16 - Statutory Holiday (no classes) Tue, Feb 17 - Fri, Feb 20 - Mid-semester study break (no classes) Fri, Mar 6 - Last day to withdraw from a course without academic penalty Fri, Apr 3 & Mon, Apr 6 - Statutory Holiday (no classes) Fri, Apr 10 - Last day of regularly scheduled classes Mon, Apr 13 - Wed, Apr 22 - Final exam period – see policy.	Chapter(s):
1	Jan	5	Course Overview The Role of Marketing Research	Ch 1
2		12	The Marketing Research Industry The Marketing Research Process	Ch 2
3		19	Problem Definition & Research Objectives Launch MRP01 – Secondary Research Intelligence Brief	Ch 3
4		26	Research Design (Exploratory, Descriptive, Causal) Intro to Secondary Data Strategy	Ch 4 Selected Ch 6
5	Feb	2	Secondary Data in a Digital Age Source Evaluation & AI-assisted Search	Ch 6 MRP01 Due
6		9	Qualitative Methods Overview (Focus Groups & Depth Interviews) Midterm 1 (Ch 1-4 & 6)	Ch 5
7		16	Family Day and Reading Break – No Classes	
8		23	Observation Studies: Structured vs Unstructured Launch MRP02 – Structured Observation Memo	Ch 8
9	Mar	2	Survey Research Designs & Modes Launch MRP03 – Mini Focus Group & Reflection	Ch 7 (+ light Ch 9)
10		9	Measurement & Attitude Scaling	Ch 10 MRP02 Due
11		16	Questionnaire Design & Pretesting Midterm 2 (Ch 5, 7, 8, 10)	Ch 11
12		23	Sampling Designs and Procedures MRP03 Focus Group Analysis & Reflection Launch MRP04 Questionnaire Pretest & Revisions	Ch 12 MRP03 Due
13		30	Descriptive Statistics & Confidence Intervals Interpreting Tables & Charts	Ch 13
14	Apr	6	Communicating Research Results Review Session / Final Exam Preparation	Ch 16 MRP04 Due
		13	Final Exam Period	

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.

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, 6th 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.