

# COURSE SYLLABUS



**COURSE TITLE:** Mark 210  
**CLASS SECTION:** 001  
**TERM:** Summer 2024  
**COURSE CREDITS:** 3  
**DELIVERY METHOD(S):** Thursdays, 6:00 – 8:50 PM, CBA 282

Camosun College campuses are located on the traditional territories of the Lək'wəḡən and W̱SÁNEĆ peoples. We acknowledge their welcome and graciousness to the students who seek knowledge here. Learn more about Camosun's [Territorial Acknowledgement](#).

*Camosun College requires mandatory attendance for the first in-class meeting of each course. If you do not attend, and do not provide your instructor with a reasonable explanation in advance, you will be removed from the course and the space offered to the next waitlisted student.*

## INSTRUCTOR DETAILS

---

**NAME:** Cammie Jaquays  
**EMAIL:** JaquaysC@camosun.ca  
**OFFICE:** CBA 257  
**HOURS:** Thursday before class or by appointment, simply email me.

*As your course instructor, I endeavour to provide an inclusive learning environment. However, if you experience barriers to learning in this course, do not hesitate to discuss them with me. Camosun College is committed to identifying and removing institutional and social barriers that prevent access and impede success.*

## CALENDAR DESCRIPTION

---

An examination and application of marketing research techniques, involving research design, sampling, forms and questions, data gathering, interpretation and reporting. Attention is given to new product research, consumer surveys, market analysis and forecasting.

**PREREQUISITE(S):** One of:

- C in MARK 110 and (one of BUS 230 or STAT 116 or STAT 216 or STAT 218)
- C in SPEX 160 and (one of BUS 230 or STAT 116 or STAT 216 or STAT 218)
- A bachelor degree from a recognized post-secondary institution

## COURSE LEARNING OUTCOMES / OBJECTIVES

---

At the end of the course, the learner will be able to:

1. Define a marketing problem in terms suitable for research.
2. Decide on the appropriate design to use for a particular marketing research problem.
3. Identify what information needs may best be met through exploring and accessing secondary data, in print form and on-line.
4. Describe the suitability of qualitative and quantitative data collection methods.
5. Describe the characteristics of key qualitative research methods used in marketing research.
6. Design a marketing research questionnaire for use in primary research.
7. Determine a suitable sample size for research purposes.
8. Decide on the appropriate primary data collection method(s) for a marketing research problem.
9. Tabulate and analyze quantitative data using basic descriptive and inferential statistics.

10. Interpret the results of a research study as required to prepare and present a written marketing research report making applied recommendations to a research client.
11. Identify trends, issues, and opportunities associated with 'big data' as related to the future of marketing and the protection of personal privacy.

## REQUIRED MATERIALS & RECOMMENDED PREPARATION / INFORMATION

- Stromp, S. (2019). Market Research Essentials. Edify. Packaged with the Mimic Market Research Simulation.
- Both the digital textbook and simulation (SIM) can be found packaged together at <https://join.stukent.com/join/94F-7EA>

## COURSE SCHEDULE, TOPICS, AND ASSOCIATED PREPARATION / ACTIVITY / EVALUATION

The following schedule and course components are subject to change with reasonable advance notice, as deemed appropriate by the instructor. Please note: You must use Stukent book and SIM for this course.

| WEEK or DATE RANGE      | ACTIVITY OR TOPIC  | ASSIGNMENTS - CHECK D2L FOR DUE DATES   |
|-------------------------|--|---|
| <b>Week 1</b><br>May 9  | C 1 – The Purpose of Market Research                                   | <ul style="list-style-type: none"> <li>• Course and Stukent Simulation introduction</li> <li>• Quizzes and SIMS are due Thursdays @ 5.59 PM</li> </ul> <p>Margie Clarke, Library Researcher, Guest speaker</p>  |
| <b>Week 2</b><br>May 16 | C 2 – Defining the Research Objective                                  | <ul style="list-style-type: none"> <li>• Due Thurs May 16 @ 5.59 PM:               <ul style="list-style-type: none"> <li>○ C1 Stukent Quiz</li> <li>○ SIM Introduction</li> </ul> </li> <li>• In class - C1 – Student Activity Presentations (SAP) #1-3</li> <li>• Project Part 1: Introduction – Review only NOTHING DUE</li> </ul> |
| <b>Week 3</b><br>May 23 | C 3 – Internal Secondary Research<br>C 4 – External Secondary Research | <ul style="list-style-type: none"> <li>• Due Thurs May 23 @ 5.59 PM:               <ul style="list-style-type: none"> <li>○ C2 Stukent Quiz</li> <li>○ SIM Rounds 1, 2 &amp; 3</li> </ul> </li> <li>• In class - C2 – SAP #4-6</li> </ul>   |
| <b>Week 4</b><br>May 30 | C 5 - Qualitative Primary Research                                     | <ul style="list-style-type: none"> <li>• Due Thurs May 30 @ 5.59 PM:               <ul style="list-style-type: none"> <li>○ C3 &amp; C4 Stukent Quiz</li> <li>○ SIMs Round 4</li> <li>○ Project Part 2: Secondary Research and Infographic</li> </ul> </li> <li>• In class – C3 &amp; C4 – SAP #7-9</li> </ul>                        |
| <b>Week 5</b><br>Jun 6  | C 6 – Quantitative Primary Research                                    | <ul style="list-style-type: none"> <li>• Due Thurs Jun 6 @ 5.59 PM:               <ul style="list-style-type: none"> <li>○ C5 Stukent Quiz</li> <li>○ SIM Round 5, 6 &amp; 7</li> <li>○ Team Charter for Ocean Project due</li> </ul> </li> <li>• In class – C4 / C5 – SAP #10-12</li> </ul>  |
| <b>Week 6</b><br>Jun 13 | C 7 – Quantitative Primary Research Applications                       | <ul style="list-style-type: none"> <li>• Due Thurs Jun 13 @ 5.59 PM:               <ul style="list-style-type: none"> <li>○ C6 Stukent Quiz</li> <li>○ Project Part 3: Qualitative Review</li> </ul> </li> <li>• In class – C5/6 – SAP #13-15</li> </ul>  |

| WEEK or DATE RANGE              | ACTIVITY OR TOPIC  | ASSIGNMENTS - CHECK D2L FOR DUE DATES   |
|---------------------------------|--|---|
| <b>Week 7</b><br>Jun 20         | C 8 - Sampling Techniques  | <ul style="list-style-type: none"> <li>• Due Thurs Jun 20 @ 5.59 PM: <ul style="list-style-type: none"> <li>○ C7 Stukent Quiz</li> <li>○ SIM Rounds 8</li> </ul> </li> <li>• In class – C6 /7– SAP #16-18</li> <li>• In class group survey design</li> </ul>  |
| <b>Week 8</b><br>Jun 27         | C 9 – Fielding Studies   | <ul style="list-style-type: none"> <li>• Due Thurs Jun 27 @ 5.59 PM: <ul style="list-style-type: none"> <li>○ C8 Stukent Quiz</li> <li>○ SIM Round 9 &amp; 10</li> </ul> </li> <li>• In class – C7/8 – SAP #19-21</li> <li>• Project Part 4: Survey Design – Submit for ethics approval <ul style="list-style-type: none"> <li>○ Due Thurs Jun 27 @ 11.59 PM</li> </ul> </li> </ul> |
| <b>Week 9</b><br>Jul 4          | Survey Design Finetuning Workshop<br>Survey Release  | <ul style="list-style-type: none"> <li>• Due Thurs Jul 4 @ 5.59 PM: <ul style="list-style-type: none"> <li>○ C9 Stukent Quiz</li> </ul> </li> <li>• In class – C8/9 – SAP #22-24</li> <li>• Project Part 4: Survey Release</li> </ul>   |
| <b>Week 10</b><br>Jul 11        | C 10 – Descriptive Data Analysis   | <ul style="list-style-type: none"> <li>• In class – C9/10 - SAP #25-27</li> </ul>   |
| <b>Week 11</b><br>Jul 18        | C 11 - Inferential Data Analysis   | <ul style="list-style-type: none"> <li>• Due Thurs Jul 18 @ 5.59 PM: <ul style="list-style-type: none"> <li>○ C10 Stukent Quiz</li> <li>○ SIM Round 11</li> </ul> </li> <li>• In class – C10/11 – SAP #28-30</li> <li>• Project Part 4: Suggested Survey Close</li> </ul>   |
| <b>Week 12</b><br>Jul 25        | C 11 - Inferential Data Analysis   | <ul style="list-style-type: none"> <li>• Due Thurs Jul 25 @ 5.59 PM: <ul style="list-style-type: none"> <li>○ C11 Stukent Quiz</li> <li>○ SIM Round 12</li> </ul> </li> <li>• In class – C11/12 – SAP #31-32</li> <li>• In class group data processing workshop</li> </ul>  |
| <b>Week 13</b><br>Aug 1         | C 12 - Communication Results   | <ul style="list-style-type: none"> <li>• Due Thurs Aug 1 @ 5.59 PM: <ul style="list-style-type: none"> <li>○ C12 Stukent Quiz</li> </ul> </li> <li>• In class – C11/12 – SAP #33-35</li> </ul>  |
| <b>Week 14</b><br>Aug 8         | In-class presentations<br><br>7 Group Presentations  | <ul style="list-style-type: none"> <li>• Project Part 5: Research report due Wed, Aug 7 @ 11.59 PM</li> <li>• Part 6: Communicating the Results <ul style="list-style-type: none"> <li>○ PPT due on D2L prior to presenting</li> </ul> </li> </ul>  |
| <b>Exam Period</b><br>Aug 12-16 | <i>To Be Determined. The Final Exam will be scheduled in this period at a set time and date during the exam period. Do not make travel or other arrangements that may conflict with exams.</i> |   |

Students registered with the Centre for Accessible Learning (CAL) who complete quizzes, tests, and exams with academic accommodations have booking procedures and deadlines with CAL where advanced noticed is required. Deadlines can be reviewed on the CAL exams page: <http://camosun.ca/services/accessible-learning/exams.html>

## EVALUATION OF LEARNING

---

| DESCRIPTION   | WEIGHTING    |             |
|---|--------------|-------------|
| Stukent Chapter Quizzes - Individual (10)               | 10%          |             |
| Stukent Market Research Simulation - Individual (15)    | 15%          |             |
| Course Project – Individual & Team                      | 45%          |             |
| Student Activity Presentation SAP – Individual – Weekly | 10%          |             |
| Final Exam - Individual                                 | 20%          |             |
|   | <b>TOTAL</b> | <b>100%</b> |

If you have a concern about a grade you have received for an evaluation, please come and see me as soon as possible. Refer to the [Grade Review and Appeals](http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf) policy for more information.  
<http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf>

## COURSE GUIDELINES & EXPECTATIONS

---

*No late submissions will be accepted except with documented medical or family emergencies. It is the student's responsibility to ensure adequate access and time to upload electronic submissions.*

- Students are responsible for weekly textbook chapter readings, class handouts (where applicable), and material posted on D2L.
- Weekly Stukent Quizzes and SIMS are due before class at **5.59 PM** as noted.
- All assignments on D2L are due by **11.59 PM** on the due date, unless otherwise indicated.
- Quizzes and the final exam in this course have set times. Please note this and make arrangements to be available to take the quizzes and final at the time indicated.

## SCHOOL OR DEPARTMENTAL INFORMATION

---

**Assignment formatting.** The School of Business uses **APA style** for formatting assignments and citing references. Proper citations and formatting using APA style will be required. See Camosun College (2018) Library Citation Guides retrieved from: <http://camosun.ca.libguides.com/apa>.

- Where required by your instructor, submit all assignments into the D2L drop box by your last name.
- In text citations for quotes, paraphrasing, and references must be consistent with APA standards.
- Grammar, spelling, style, document formatting, citations and all referencing using APA standards will be assessed in your mark.
- All submitted work must be properly referenced to sources where required by your instructor.
- Unless otherwise specified, you are to submit your own work, any work collaborated (unless permitted by the course) will be considered in violation of the college's Academic Integrity policy. See Camosun College (2021) [Academic Integrity Policy](#)

**Deadlines and exams.** You must submit your assignments on the due date or as announced. A grade of zero will be assigned to late submissions. There are no additional assignments or make-up exams of any kind if you performed poorly on an assignment, midterm or final exam.

**EXAM DATES WILL NOT BE RESCHEDULED.** Non-attendance on scheduled exam dates results in a zero grade. Exceptions will be made only for medical reasons or extenuating circumstances that must be submitted and then accepted by the instructor. Please advise your instructor promptly. For more information, please see the new [Camosun Final Exam Reschedule and Repeat Policy](#).

## STUDENT RESPONSIBILITY

---

Enrolment at Camosun assumes that the student will become a responsible member of the College community. As such, each student will display a positive work ethic, assist in the preservation of College property, and assume responsibility for their education by researching academic requirements and policies; demonstrating courtesy and respect toward others; and respecting expectations concerning attendance, assignments, deadlines, and appointments.

## SUPPORTS AND SERVICES FOR STUDENTS

---

Camosun College offers a number of services to help you succeed in and out of the classroom. For a detailed overview of the supports and services visit <http://camosun.ca/students/>.

| Support Service                     | Website   |
|-------------------------------------|---|
| Academic Advising                   | <a href="http://camosun.ca/advising">http://camosun.ca/advising</a>                       |
| Accessible Learning                 | <a href="http://camosun.ca/accessible-learning">http://camosun.ca/accessible-learning</a> |
| Counselling                         | <a href="http://camosun.ca/counselling">http://camosun.ca/counselling</a>                 |
| Career Services                     | <a href="http://camosun.ca/coop">http://camosun.ca/coop</a>                               |
| Financial Aid and Awards            | <a href="http://camosun.ca/financialaid">http://camosun.ca/financialaid</a>               |
| Help Centres (Math/English/Science) | <a href="http://camosun.ca/help-centres">http://camosun.ca/help-centres</a>               |
| Indigenous Student Support          | <a href="http://camosun.ca/indigenous">http://camosun.ca/indigenous</a>                   |
| International Student Support       | <a href="http://camosun.ca/international/">http://camosun.ca/international/</a>           |
| Learning Skills                     | <a href="http://camosun.ca/learningskills">http://camosun.ca/learningskills</a>           |
| Library                             | <a href="http://camosun.ca/services/library/">http://camosun.ca/services/library/</a>     |
| Office of Student Support           | <a href="http://camosun.ca/oss">http://camosun.ca/oss</a>                                 |
| Ombudsperson                        | <a href="http://camosun.ca/ombuds">http://camosun.ca/ombuds</a>                           |
| Registration                        | <a href="http://camosun.ca/registration">http://camosun.ca/registration</a>               |
| Technology Support                  | <a href="http://camosun.ca/its">http://camosun.ca/its</a>                                 |
| Writing Centre                      | <a href="http://camosun.ca/writing-centre">http://camosun.ca/writing-centre</a>           |

If you have a mental health concern, please contact Counselling to arrange an appointment as soon as possible. Counselling sessions are available at both campuses during business hours. If you need urgent support after-hours, please contact the Vancouver Island Crisis Line at 1-888-494-3888 or call 911.

### Academic Integrity

Students are expected to comply with all College policy regarding academic integrity; which is about honest and ethical behaviour in your education journey. The following guide is designed to help you understand your responsibilities: <https://camosun.libguides.com/academicintegrity/welcome>

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.13.pdf> for Camosun's Academic Integrity policy and details for addressing and resolving matters of academic misconduct.

### Academic Accommodations for Students with Disabilities

The College is committed to providing appropriate and reasonable academic accommodations to students with disabilities (i.e. physical, depression, learning, etc). If you have a disability, the [Centre for Accessible Learning](#) (CAL) can help you document your needs, and where disability-related barriers to access in your courses exist, create an accommodation plan. By making a plan through CAL, you can ensure you have the appropriate academic accommodations you need without disclosing your diagnosis or condition to course instructors. Please visit the CAL website for contacts and to learn how to get started:

<http://camosun.ca/services/accessible-learning/>

### Academic Progress

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.1.pdf> for further details on how Camosun College monitors students' academic progress and what steps can be taken if a student is at risk of not meeting the College's academic progress standards.

### Course Withdrawals Policy

Please visit <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.2.pdf> for further details about course withdrawals. For deadline for fees, course drop dates, and tuition refund, please visit <http://camosun.ca/learn/fees/#deadlines>.

### Grading Policy

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.5.pdf> for further details about grading.

### Grade Review and Appeals

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf> for policy relating to requests for review and appeal of grades.

### Mandatory Attendance for First Class Meeting of Each Course

Camosun College requires mandatory attendance for the first class meeting of each course. If you do not attend, and do not provide your instructor with a reasonable reason in advance, you will be removed from the course and the space offered to the next waitlisted student. For more information, please see the "Attendance" section under "Registration Policies and Procedures"

(<http://camosun.ca/learn/calendar/current/procedures.html>) and the Grading Policy at

<http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.5.pdf>.

### Medical / Compassionate Withdrawals

Students who are incapacitated and unable to complete or succeed in their studies by virtue of serious and demonstrated exceptional circumstances may be eligible for a medical/compassionate withdrawal. Please visit <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.8.pdf> to learn more about the process involved in a medical/compassionate withdrawal.

### Sexual Violence and Misconduct

Camosun is committed to creating a campus culture of safety, respect, and consent. Camosun's Office of Student Support is responsible for offering support to students impacted by sexual violence. Regardless of when or where the sexual violence or misconduct occurred, students can access support at Camosun. The Office of Student Support will make sure students have a safe and private place to talk and will help them understand what supports are available and their options for next steps. The Office of Student Support respects a student's right to choose what is right for them. For more information see Camosun's Sexualized Violence and Misconduct Policy: <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.9.pdf> and [camosun.ca/sexual-violence](http://camosun.ca/sexual-violence). To contact the Office of Student Support: [oss@camosun.ca](mailto:oss@camosun.ca) or by phone: 250-370-3046 or 250-370-3841.

### Student Misconduct (Non-Academic)

Camosun College is committed to building the academic competency of all students, seeks to empower students to become agents of their own learning, and promotes academic belonging for everyone. Camosun also expects that all students to conduct themselves in a manner that contributes to a positive, supportive, and safe learning environment. Please review Camosun College's Student Misconduct Policy at <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.5.pdf> to understand the College's expectations of academic integrity and student behavioural conduct.

### Looking for other policies?

The full suite of College policies and directives can be found here: <https://camosun.ca/about/camosun-college-policies-and-directives>

**Changes to this Syllabus:** Every effort has been made to ensure that information in this syllabus is accurate at the time of publication. The College reserves the right to change courses if it becomes necessary so that course content remains relevant. In such cases, the instructor will give the students clear and timely notice of the changes.