

COURSE SYLLABUS



COURSE TITLE: MARK 210 – Marketing Research
CLASS SECTION: 001
TERM: Fall 2024
COURSE CREDITS: 3
DELIVERY METHOD(S): In class lectures and discussion

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

Mandatory Attendance for First Class Meeting of Each Course

This section of MARK 210 requires mandatory attendance for the first class meeting of the 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 for Students” [Registration Policies for Students | Camosun College](#)

INSTRUCTOR DETAILS

NAME: Timothy Kemp MPA
EMAIL: tkemp@camosun.ca
OFFICE: CBA 232
HOURS: As posted on office door, or by appointment – email tkemp@camosun.ca

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

The main purpose of Market Research is to support decision-makers with useful information. Each student is required to take part in a group with three or four other students to complete an applied market research project. The purpose is to put course concepts and techniques into practice.

Upon successful completion of this course, the student will be able to:

- define a marketing problem in terms suitable for research;
- decide on the appropriate design to use for a particular marketing research problem;
- identify what information needs may best be met through exploring and accessing secondary data, in print form and on-line;
- describe the suitability of qualitative and quantitative data collection methods;
- describe the characteristics of key qualitative research methods used in marketing research;
- design a marketing research questionnaire;
- determine a suitable sample size for research purposes;
- decide on the appropriate primary data collection method(s) for a marketing research problem;
- tabulate and analyze quantitative data using basic descriptive and inferential statistics;
- interpret the results of a research study;
- prepare and present a written marketing research report; and
- 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

Required: 1. [Use this link \(or QR code\) to purchase access to the Student e-text](#) →

2. Sign-up for Slack, a professional team-management tool is required. (It's a little like Discord, only better for collaborating on a project...)

Your Instructor will provide a link in class.

Recommended: 3. Need to brush up on your Stats? Consider [Crash Course Statistics](#) videos. →



Market Research Essentials

COURSE SCHEDULE

The following schedule and course components are subject to change with reasonable advance notice, as deemed appropriate by the Instructor.

Week and Dates	Topic	Readings	D2L Quiz (1 st class each week, in-class)
Week 1 – Sept. 4	Introduction	none	none
Week 2 – Sept. 9 & 11	The Purpose of Market Research <i>Form Groups Sept. 11th</i>	Ch. 1	Q1 Chapter 1
Week 3 – Sept. 16 & 18	Defining the Research Objective <i>Group Contract due at end of class Sept. 16th</i>	Ch. 2	Q2 Chapter 2
Week 4 – Sept. 23 & 25	Quantitative Primary Research Design <i>Finalize Client Sept. 25th</i>	Ch. 6	Q3 Chapter 6
Week 5 – Oct. 2	Fielding Studies	Ch. 9	Q4 Chapter 9
Week 6 – Oct. 7 & 9	Sampling Techniques <i>Primary Research Plan Due at end of class Oct. 7th - 15%</i>	Ch. 8	Q5 Chapter 8
Week 7 – Oct. 16	Work on Survey Design	none	none
Week 8 – Oct. 21 & 23	<i>Online Survey Due at beginning of class Oct. 21st – 5%</i>	none	none
Week 9 – Oct. 28 & 30	Descriptive Data Analysis	Ch. 10	Q6 Chapter 10
Week 10 – Nov. 4 & 6	Inferential Data Analysis	Ch. 11	Q7 Chapter 11
Week 11 – Nov. 13	Work on data analysis	none	none
Week 12 – Nov. 18 & 20	Communicating Results <i>Prep for Boardroom Simulations</i>	Ch. 12	Q8 Chapter 12
Week 13 – Nov. 25 & 27	Boardroom Simulations – Week One <i>(location TBA)</i> <i>Written Report Due at beginning of class Nov. 25th – 15%</i>	none	none
Week 14 – Dec. 2 & 4	Boardroom Simulations – Week Two <i>(location TBA)</i>	none	none

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 scan be reviewed on the [CAL exams page](http://camosun.ca/services/accessible-learning/exams.html).

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

EVALUATION OF LEARNING

DESCRIPTION	WEIGHTING
Primary Research Plan	15%
Approval for Online Survey (on time)	5%
Final Written Report	15%
Boardroom Simulation	15%
D2L Chapter Quizzes (individual – best 7 of 8 @ 5% each)	35%
Individual Attendance and Participation	15%
	TOTAL
	100%

If you have a concern about a grade you have received for an evaluation, please see your Instructor 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

Attendance, Participation, and Professionalism

- Please post a recognizable photo of yourself on D2L.
- Professional conduct **Do's**:
 - Complete the readings each week before class
 - Arrive on time, and stay until the end of class
 - Communicate by email *in advance* if you must miss a class – tkemp@camosun.ca
 - Contribute constructively to discussions
 - Ask questions
 - Be ready to answer questions when called upon
 - Engage, be present, take an active interest, do what your asked to do
- Professional conduct **Don'ts**:
 - Side conversations and disruptive behaviours
 - Walking out when someone is speaking
 - Returning late from break-time
 - Talking during quizzes, plagiarism, and other forms of academic dishonesty

REQUIREMENTS

- This paper is limited to four pages in length, **excluding** the title page, citations, and appendices.
- Cover page includes Client name, Research Team names (Alphabetical by Last Name), and date.
- Use the headings listed below. ← **DO THIS!**
- Double-space using 12-point Calibri with standard margins.
- Keep the body of your paper short, clear, and easy to absorb.
- Additional materials may be included in a well-organized Appendix.
- Submit your paper in both printed (handed-in) and electronic formats (via the D2L 'Primary Research Proposal' Assignment Dropbox).

Primary Research Focus – (2 pages)

- a) Demonstrate that you understand your client's information needs. What specific decisions need to be made, and what information is needed to support those decisions?
- b) Identify and discuss the specific constructs you plan to measure.

Primary Research Methodology – (2 pages)

- a) Population parameters
 - i) size
 - ii) description
 - iii) demographics
 - iv) [psychographics](#)
- b) sample size required (confidence interval = 95%, sampling error = $\pm 5\%$)
- c) data collection method
- d) data analysis – what specific techniques will you use to analyze the data?

GANTT Chart – (place a link in your document to an online GANTT chart)

- a) Make a plan for conducting your primary research, analysis, and reporting.
- b) Use an [Excel Gantt chart template](#) to detail:
Who (names) is responsible for **What** (specific tasks) by **When** (specific dates).
- c) Include key contact dates for working with your client.

House-rules on Citation:

- a) Cite all sources using APA style as formatted by Microsoft Word or a similar program.
- b) Where background materials are online, provide hyperlinks leading to your source material immediately after the APA citation. e.g. (Author's-Last-Name, 2024) [link](#)
- c) Articles from E-library sources such as EBSCO must be cited using 'persistent links'.
- d) Links that lead to .pdf documents must include specific page numbers for material cited.

Final Report Requirements:

Assume your reader is intelligent but uninformed. S/he has decisions to make and is relying on you for quality advice about how to allocate the organization's resources.

- This paper is limited to five pages in length **excluding** the title page, citations, and appendices.
- Organize using the headings listed below.
- Use point form and charts as much as possible. Lengthy stream-of-consciousness prose is *not* acceptable to busy decision makers.
- Double-space using 12-point Calibri with standard margins.
- Submit your paper in both printed (handed-in) and electronic formats (via the D2L 'Final Written Report and Appendices' Assignment Box).
- Include an Excel file containing your raw data and analysis in your Assignment Box submission. (A print copy of your Excel sheet is **not** required.)

Title Page

- a) client
- b) descriptive title
- c) research team names ((Alphabetical by Last Name)
- d) date

Executive Summary – (1 page)

- a) State the decision(s) to be made.
- b) Present Findings, Conclusions, and Recommendations as succinctly as possible. (Note – Executive Summaries are written after the main report is completed.)

Methodology – (1/2 page)

- a) Provide a brief overview of your research methodologies and analytical techniques.
- b) Include a statistical calculation demonstrating how confident you are that your sample is representative of the population from which it was drawn.

Findings – (1 page)

- a) Lay out the key findings from your research. Include **only** those findings that relate directly to the decision(s) at hand.
- b) Use concise prose, bullets, and charts to summarize the facts.

Discussion and Conclusions – (1 page)

- a) Demonstrate the *logical linkages* that lead to your recommendations. i.e. – Explain what your findings mean, and how you reached your recommendations.

Options – (1/2 page)

- a) Identify at least three *mutually exclusive* types of options:
1. *status quo* | risks/advantages of not changing;
 2. *incremental or slow change* | moderate risk / moderate payoff; and
 3. *significant or fast change* | greater risk / greater payoff.

Use a table format to summarize the 'pros' and 'cons' of each option.

Note - you may end up recommending options from all three categories. Or not...

<i>STATUS QUO OPTIONS</i>	<i>PROS</i>	<i>CONS</i>
a) status quo (describe)	• point form pros	• point form cons
b) status quo (describe)	•	•
<i>INCREMENTAL CHANGE OPTIONS</i>		
c) incremental or slow change (describe)	• point form pros	• point form cons
d) incremental or slow change (describe)	•	•
<i>SIGNIFICANT CHANGE OPTIONS</i>		
e) significant or fast change (describe)	• point form pros	• point form cons
f) significant or fast change (describe)	•	•

Recommendations – (1/2 page)

- a) State your recommended options, and
- b) Provide recommendations for further research you consider advisable.

Appendices – (no length restrictions)

- a) Organize your supporting materials carefully with appropriate numbering.
The idea is to keep the body of your paper short, clear, and easy to absorb.
- b) Append copies of:
 - relevant information from your exploratory research,
 - the questionnaire, and
 - other materials that support your research.
- d) Electronic (only) submission:
 - detailed primary research results (raw data, cross-tabs, histograms, correlations, etc.) as an Excel file submitted electronically to the D2L Assignment Box.

1. Each team will make its recommendations in a formal Boardroom Simulation, which will last 20 to 25 minutes, including questions.
2. Use the **direct method** for your presentation, i.e., state your recommendations first, then explain how you reached them. Be prepared to skip back-and-forth through your slides as directed by the Board Chair.
3. Assume your audience is intelligent but uninformed. The Board has decisions to make and is relying on you for advice about how to allocate the organization's resources. (Note – assume the Board is new, and may not know your topic well...)
4. Use Microsoft Windows to prepare a PowerPoint presentation with large text and numbered slides. You'll present using the Windows computer and software supplied in the Boardroom. i.e. You will not present using your personal computer. You will have access to your Camosun OneDrive account, although a backup copy on a flash-drive is recommended.
5. Print four copies of your slides on paper, one slides per page, to be distributed at the presentation. (Note – your Instructor will have these printed for you **if** you email a copy the day before your presentation.)

Professionalism counts – this includes:

- the quality of your content and analysis,
- the clarity and impact of your slides,
- your fluency in the vocabulary of your topic,
- your readiness to answer questions,
- the confidence portrayed in your delivery,
- your physical presentation, dress, & comportment, and
- your ability to engage your audience.

***As in the real-world, the Board Chair will interrupt your presentation,
and could ask almost anything.***

Be prepared...

SCHOOL OR DEPARTMENTAL INFORMATION

Quizzes and Assignments:

- Students must submit their 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 quizzes if you performed poorly on an assignment or quiz.
- Quiz dates will not be rescheduled. Non-attendance on scheduled quiz dates results in a zero grade. Exceptions will be made only for medical reasons or extenuating circumstances which must be submitted and then accepted by the Instructor. Please advise your Instructor promptly.
- Medical notes must be dated, signed, and written on letterhead or prescription paper imprinted with the physician's name and address. Notes from RNs, chiropractors, massage therapists, etc., will not be accepted. Electronic notes will not be accepted. Medical documentation must be received no later than 1 week after the student's absence.
- All submitted work must be properly referenced to sources.
- In-text citations for quotes, paraphrasing, and references must be consistent with APA standards.
- Grammar, spelling, style and APA citations will be assessed in your mark.
See <https://camosun.libguides.com/apa7> .
- Submit all assignments into the D2L Assignment Box by last name – this protects you.
- Students registered through the Centre for Accessible Learning (CAL) should discuss timelines with their Instructors at the beginning of each semester.
- 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.

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 camosun.ca/services.

Support Service	Website
Academic Advising	camosun.ca/services/academic-supports/academic-advising
Accessible Learning	camosun.ca/services/academic-supports/accessible-learning
Counselling	camosun.ca/services/health-and-wellness/counselling-centre
Career Services	camosun.ca/services/co-operative-education-and-career-services
Financial Aid and Awards	camosun.ca/registration-records/financial-aid-awards
Help Centres (Math/English/Science)	camosun.ca/services/academic-supports/help-centres
Indigenous Student Support	camosun.ca/programs-courses/iecc/indigenous-student-services
International Student Support	camosun.ca/international
Learning Skills	camosun.ca/services/academic-supports/help-centres/writing-centre-learning-skills
Library	camosun.ca/services/library
Office of Student Support	camosun.ca/services/office-student-support
Ombudsperson	camosun.ca/services/ombudsperson
Registration	camosun.ca/registration-records/registration
Technology Support	camosun.ca/services/its
Writing Centre	camosun.ca/services/academic-supports/help-centres/writing-centre-learning-skills

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.

COLLEGE-WIDE POLICIES, PROCEDURES, REQUIREMENTS, AND STANDARDS

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 <https://camosun.ca/sites/default/files/2021-05/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

Camosun College is committed to achieving full accessibility for persons with disabilities. Part of this commitment includes arranging appropriate academic accommodations for students with disabilities to ensure they have an equitable opportunity to participate in all of their academic activities. If you are a student

with a documented disability and think you may need accommodations, you are strongly encouraged to contact the Centre for Accessible Learning (CAL) and register as early as possible. Please visit the CAL website for more information about the process of registering with CAL, including important deadlines:

<https://camosun.ca/cal>

Academic Progress

Please visit <https://camosun.ca/sites/default/files/2023-02/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 <https://camosun.ca/sites/default/files/2021-05/e-2.2.pdf> for further details about course withdrawals. For deadline for fees, course drop dates, and tuition refund, please visit <https://camosun.ca/registration-records/tuition-fees#deadlines>.

Grading Policy

Please visit <https://camosun.ca/sites/default/files/2021-05/e-1.5.pdf> for further details about grading.

Grade Review and Appeals

Please visit <https://camosun.ca/sites/default/files/2021-05/e-1.14.pdf> for policy relating to requests for review and appeal of grades.

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 ([see policy](#)). Please visit <https://camosun.ca/services/forms#medical> 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: <https://camosun.ca/sites/default/files/2021-05/e-2.9.pdf> and camosun.ca/services/sexual-violence-support-and-education. To contact the Office of Student Support: 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

<https://camosun.ca/sites/default/files/2021-05/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.