



DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION

COURSE OUTLINE – Winter 2026

BA2200 (A3) Marketing Research – 3 (3-0-0) UT 45 Hours for 15 Weeks

Northwestern Polytechnic acknowledges that our campuses are located on Treaty 8 territory, the ancestral and present-day home to many diverse First Nations, Metis, and Inuit people. We are grateful to work, live and learn on the traditional territory of Duncan's First Nation, Horse Lake First Nation and Sturgeon Lake Cree Nation, who are the original caretakers of this land.

We acknowledge the history of this land and we are thankful for the opportunity to walk together in friendship, where we will encourage and promote positive change for present and future generations.

INSTRUCTOR: Mark Evans, MA **PHONE:** 780-539-2896
OFFICE: C412 **E-MAIL:** MEvans@nwpolytech.ca
OFFICE HOURS: Mondays 10 a.m. – 11:30 a.m. & Wednesdays: 2:30 p.m. – 4 p.m., or by appointment.
Best way to contact me: Email – mevans@nwpolytech.ca

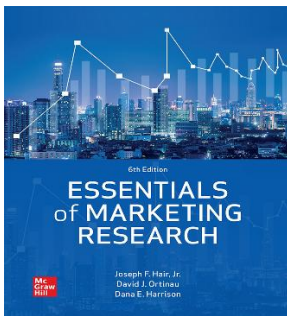
CALENDAR DESCRIPTION:

This course is designed to familiarize the student with current marketing trends and the use of analytical tools to solve real-world problems. A "hands-on" approach will be taken so that the student is able to research, formulate and apply contemporary marketing strategies in order to meet the client's needs.

PREREQUISITES:

BA1050 and BA1090

REQUIRED TEXT/RESOURCE MATERIALS:



Hair, J. F., Ortinau, D. J., & Harrison, D. E. (2021). *Essentials of Marketing Research* (5th ed.) McGraw-Hill.

This textbook includes *Connect with SmartBook Online Access*. McGraw-Hill *Connect* is a web-based assignment and assessment platform that gives students the means to better connect with their coursework, and with the important concepts that they will need to know for success now and in the future. Students **must have access to Connect** for online practices, assignments and quizzes. Students will access Connect via myClass.

DELIVERY MODE:

On-campus (face-to-face) – This type of course will be delivered on campus in a specific location which will be indicated on the student timetable. Students are expected to fully attend in person.

LEARNING OUTCOMES:

Upon completion of this course the student will be able to understand and explain:

- Develop an appreciation for the significant role marketing research plays in an organization's overall marketing activities.
- Generate awareness of recent trends in the practice of marketing research and analytics.
- Characterize the fundamentals and impact of marketing research on decision making.
- Display knowledge of basic data structures, sources and analytics tools.
- Formulate relevant questions in the conversion of raw data into market related insights.
- Select appropriate techniques used by marketers when confronted with specific questions.
- Differentiate between the strategic uses of quantitative and qualitative methods.
- Assess data and interpret outcomes.
- Develop presentations of data analysis results to communicate insights for decision making.

TRANSFERABILITY:

Please consult the Alberta Transfer Guide for more information. You may check to ensure the transferability of this course at the Alberta Transfer Guide main page

<http://www.transferalberta.alberta.ca>.

** Grade of D or D+ may not be acceptable for transfer to other post-secondary institutions. **Students are cautioned that it is their responsibility to contact the receiving institutions to ensure transferability**

EVALUATIONS:

Evaluation	Weighting
In-Class Activities	10%
Quizzes	15%
Assignments	20%
Midterm exam	20%
Final Exam	35%
Total	100%

GRADING CRITERIA:

Please note that most universities will not accept your course for transfer credit **IF** your grade is **less than C-**.

Alpha Grade	4-point Equivalent	Percentage Guidelines		Alpha Grade	4-point Equivalent	Percentage Guidelines
A+	4.0	95-100		C+	2.3	67-69
A	4.0	85-94		C	2.0	63-66
A-	3.7	80-84		C-	1.7	60-62
B+	3.3	77-79		D+	1.3	55-59
B	3.0	73-76		D	1.0	50-54
B-	2.7	70-72		F	0.0	00-49

COURSE SCHEDULE/TENTATIVE TIMELINE:

Module	Week	Topic	Chapter	Activities	
Week 1	Jan 6-9	Course Introduction/Course Overview Marketing Research for Managerial Decision Making	1		
Week 2	Jan 12-16	The Marketing Research Process and Proposals	2	Part 1 - Quiz	
Week 3	Jan 19-23	Secondary Data, Literature Reviews and Hypotheses	3		
Week 4	Jan 26-30	Exploratory and Observational Research Design and Data Collection Approaches	4		
Week 5	Feb 2-6	Descriptive, Predictive and Causal Research Designs	5	Part 2 - Quiz	
Week 6	Feb 9-13	Sampling: Theory and Methods	6	Midterm Chapter 1-5	
Week 7	Feb 16-20 – Winter Break				
Week 8	Feb 23-27	Measurement and Scaling	7		

Week 9	Mar 2-6	Designing the Questionnaire	8	Part 3 Quiz
Week 10	Mar 9-13	Qualitative Data Analysis	9	
Week 11	Mar 16-20	March 17 – Business Conference – Everyone attends Preparing Data for Quantitative Research	10	
Week 12	Mar 23-27	Examining Relationship in Quantitative Research	11	
Week 13	Mar 30 - Apr 3	Communicating Marketing Research Findings	13	Part 4 Quiz
Week 14	Apr 6 - 10			Presentations
Week 15	Apr 13 - 20	Last week of class / Final Exams Start		

Important Dates:

January 15 – Last Day to Withdraw with full refund.

March 17 – Business Conference

March 31 – Last Day to Withdraw

April 13 – Last Day of Classes

April 16-23 – Final Exam Period

STUDENT RESPONSIBILITIES:

Attendance: Students are expected to attend all scheduled lectures, arrive on time, and remain for the duration of the activities. Arriving late and leaving early is disruptive to the entire class. Arriving late or leaving class is considered an absence.

Cell Phones: The use of cell phones during class time is unprofessional and distracting to the instructor and fellow students. Texting and talking on a cell phone during class is therefore strictly prohibited. Cell phones must be either turned off or set to silent mode and placed out of sight unless being used as part of a class activity.

Email: Email is the preferred option to communicate with your instructor. Emails will be answered within three business days, no emails will be answered before/after business hours. Email correspondence to your instructor must be sent from your NWP student email account. Emails should be professionally formatted and include a subject, correct spelling and grammar, and a reference to course material and/or textbook pages, etc. Emails that do not adhere to this format may not be responded to.

Connect:

Students must manage and maintain access to the McGraw Hill Connect platform to complete required coursework by the due date. See the policy below regarding late or missed assignments. Students should access support for the Connect platform at:

<https://www.mheducation.com/highered/support/student/connect.html>

Recording: Photographing and/or recording course content is strictly prohibited unless advance permission is obtained from the instructor and any guest presenter(s). In the event permission is granted, such recordings may only be used for individual study, and may not be reproduced, transferred, distributed or displayed in any public manner.

STATEMENT ON ACADEMIC MISCONDUCT:

Academic Misconduct will not be tolerated. For a more precise definition of academic misconduct and its consequences, refer to the Student Rights and Responsibilities policy available at <https://www.nwpolytech.ca/about/polytechnic-leadership/policies-directory>.

**Note: all Academic and Administrative policies are available on the same page.

ADDITIONAL INFORMATION:

Smartbook, Assignments, Quizzes and Exams:

Students are expected to complete all assignments and quizzes and submit them before the due dates.

Late/missed assignments and quizzes are NOT accepted and **will result in a grade of zero**. All exams will be written as scheduled. **No rewrite/rescheduled exams will be given**, and **all missed exams will result in a grade of zero** unless there is an excusable absence and prior arrangements have been made with the instructor.

Course materials are available through your MyClass course space including access to Connect activities and assignments.

SmartBook (SB) Modules

- Each chapter covered will have an associated Smart Book Module for the student to complete.
- These lessons are interactive and are intended for the student to use as a study tool. There are no marks associated with the SB Modules.
- Smart Books must be completed to access the associated online quiz.

Assignments

- All assignments must be submitted by the due date. Late assignments will only be accepted by consultation with the instructor ***and will receive a 10% deduction each day it is late.*** Assignments past five days are assessed a grade of zero.
- Assignments will be submitted in Word document through myClass/D2L and may be subject to Turnitin plagiarism assessment.

Quizzes

- Corrections for the attempted quiz will be available to the students after the due date.
- Once you start the quiz, you must complete it within the one-hour time limit. Logging off or losing the internet connection during the quiz will result in a grade based only on the proportion of the quiz that has been completed. It is imperative that the student has a reliable internet connection when attempting the quiz.

Exams

- The mid-term exam is tentatively scheduled for **Tuesday February 10, 2026**.
- The final exam is cumulative and will be scheduled by the registrar's office during the final exam period.