

DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION

COURSE OUTLINE – Winter 2023

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: Amy Rawluk, CPA **PHONE:** (780) 593-2873
OFFICE: C413 **E-MAIL:** ARawluk@nwpolytech.ca
OFFICE HOURS: Tuesday & Thursday, 11:30 AM - 1:00 PM

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 clients needs.

PREREQUISITE:

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. An access code is required for *Connect* registration to gain access to the online resources. *Connect* registration instructions are available on *D2L*.

DELIVERY MODE(S):

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.

COURSE OBJECTIVES:

The following objectives will be covered in this course:

- **Critical Thinking:** Identify sources of primary and secondary data and utilize that data to improve marketing decisions.
- **Ethics:** Describe ethical approaches to conducting marketing research and choose resolutions to ethical problems explicit or implicit in marketing research.
- **Interaction:** Use effective collaboration, leadership and communications skills to identify and define marketing problems and opportunities that can be better understood through marketing research.
- **Perspectives:** Identify, interpret and analyze the impact that technology, legal, social and economic trends have on marketing research practices.
- **Resource Management:** Manage limited resources to execute marketing research projects that improve management decision making.
- **Technology:** Identify opportunities to leverage technology so marketing research projects can be effectively and efficiently executed.
- **Discipline-Specific Knowledge:** Develop proficiency with data collection and analysis using state of the art approaches for the marketing research industry.

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.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:

Assignments	25%
Quizzes	20%
Midterm Exam	25%
Final Exam	30%
Total	100%

GRADING CRITERIA: (The following criteria may be changed to suite the particular course/instructor)

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	90-100		C+	2.3	67-69
A	4.0	85-89		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

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. Frequent tardiness may be treated as an absence. **Students with absences in excess of 6 classes may be refused permission to write the final exam.** For more information, please refer to the Academic Regulations on Debarred from Exams at <https://www.gprc.ab.ca/programs/grading-systems.html>

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.

Email: Email is the preferred option to communicate with your instructor. **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.

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 PLAGIARISM AND CHEATING:

Cheating and plagiarism will not be tolerated and there will be penalties. For a more precise definition of plagiarism and its consequences, refer to the Student Conduct section of the Northwestern Polytechnic Calendar at <https://www.nwpolytech.ca/programs/calendar/> or the Student Rights and Responsibilities policy which can be found at <https://www.nwpolytech.ca/about/administration/policies/index.html>.

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

SMART BOOK, 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. If there is a legitimate reason of absence, the weighting of the missed midterm exam will be added to the final exam weighting. Course materials (course outline, lecture notes, connect instructions, etc.) are available on your D2L course space (<https://myclass.gprc.ab.ca/d2l/home>). Smart Book (SB) modules, assignments, and quizzes are available on *Connect*.

Smart Book (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.

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 and may be subject to Turnitin plagiarism assessment.

Quizzes

- There are 12 quizzes throughout the semester. The best 10/12 accounts for 20% of the final grade.
- Each quiz consists of 20 multiple choice questions. Students will be given a maximum of two attempts at each chapter quiz.
- 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 midterm exam will be written upon the completion of Chapter 6 and is scheduled for **Wednesday, March 2**. The final exam is cumulative and will be scheduled by the registrar's office during the December exam period (**April 14 – 22**).

COURSE SCHEDULE/TENTATIVE TIMELINE:

Week Beginning	Chapter Covered
January 5 (Thur)	Introduction & Chapter 1
January 8	Chapter 1
January 15	Chapter 2
January 22	Chapter 3
January 29	Chapter 4
February 5	Chapter 5
February 12	Chapter 6
February 20-24	Winter Break – No Classes
February 27	Review & Midterm – 25%
March 5	Chapter 7
March 12	Chapter 8
March 19	Chapter 9
March 26	Chapter 10
April 2	Chapter 11
April 9	Chapter 13
April 14 – 22	Final Exam (TBA) – 30%