



## **OBJECTIVES:**

Marketing research is the function which links the consumer to the marketer through information. By the end of the course, you should be able to:

1. Specify the information requirements to address specific marketing information issues
2. Design the method for collecting information
3. Manage and implement the data collection process
4. Analyze the results
5. Communicate the results to client

## **OUTCOMES:**

Students at the completion of the course will have an understanding of how to use statistical research methods to solve marketing problems.

## **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.transferralberta.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**

## **GRADING CRITERIA:**

The grading system employed in this course will be:

Assignments / Problems / Cases	25%
Quizzes	15%
Midterm # 1 (chapters 1-6)	20%
Midterm # 2 (chapters 7-12)	10%
Final Exam (chapters 1-12)	30%

GRANDE PRAIRIE REGIONAL COLLEGE			
GRADING CONVERSION CHART			
Alpha Grade	4-point Equivalent	Percentage Guidelines	Designation
A+	4.0	90 – 100	EXCELLENT
A	4.0	85 – 89	
A-	3.7	80 – 84	FIRST CLASS STANDING
B+	3.3	77 – 79	
B	3.0	73 – 76	GOOD
B-	2.7	70 – 72	
C+	2.3	67 – 69	SATISFACTORY
C	2.0	63 – 66	
C-	1.7	60 – 62	
D+	1.3	55 – 59	MINIMAL PASS
D	1.0	50 – 54	
F	0.0	0 – 49	FAIL
WF	0.0	0	FAIL, withdrawal after the deadline

## EVALUATIONS:

### Assignments

- There will be assignments, problems, and cases assigned throughout the semester.

### Quizzes

- Each chapter covered in the text(s) will have an associated end of chapter quiz that the students are recommended to complete.
- It is imperative for the student to study and complete the questions at the back of each chapter to be successful at these quizzes.
- The objective is to have the quizzes focus on theoretical aspects of each chapter.

### Mid Terms and Final

1. The first midterm is scheduled for February 26th, while the second midterm is scheduled for April 12th.
2. Final exams will be scheduled by the registrar during the period between April 14<sup>th</sup> and April 26<sup>th</sup>. Please plan to be here during this time

## Class Schedule

Week	Chapter	Topic	
January 08		Course Introduction	
January 11		Introduction to Marketing Research	
January 15	1	Introduction to Marketing Research	Ch 1
January 18	2	Defining the Marketing Research Problem	Ch 2
January 22	2	Defining the Marketing Research Problem	Quiz Ch 2
January 25	3	Research Design Secondary Data	
January 29	3	Research Design Secondary Data	Quiz Ch 3
February 01	4	Qualitative Research	
February 05	4	Qualitative Research	Quiz Ch 4
February 08	5	Survey and Observation	
February 12	5	Survey and Observation	Quiz Ch 5
February 15-20		Fall Break	
February 22	6	Experimentation and Causal Research	
February 26			Midterm 1-6
March 01	7	Measurement and Scaling	
March 05		Measurement and Scaling	Quiz Ch 7
March 08	8	Question and Form Design	
March 12		Question and Form Design	Quiz Ch 8
March 15	9	Sample Design and Procedures	
March 19		Sample Design and Procedures	Quiz Ch 9
March 22	10	Data Collection and Preparation	
March 26		Data Collection and Preparation	Quiz Ch 10
March 29	11	Data Analysis: Frequency Distribution	
April 02		Data Analysis: Frequency Distribution	Quiz Ch 11
April 05	12	Data Analysis: Hypothesis Testing	
April 09	12	Data Analysis: Hypothesis Testing	Quiz Ch 12
April 12			Midterm 7-12
April 12		Last Day of Classes	
April 14 - 24		Final Exams	

Please note that coverage, and dates are approximate and may be changed by the instructor to meet the needs of the class.

### STATEMENT ON PLAGIARISM AND CHEATING:

Refer to the Student Conduct section of the College Admission Guide at

<http://www.gprc.ab.ca/programs/calendar/> or the College Policy on Student Misconduct: Plagiarism and Cheating at [www.gprc.ab.ca/about/administration/policies/\\*\\*](http://www.gprc.ab.ca/about/administration/policies/**)

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

**Note:** The [quizzes/midterm examination(s)/final examination] for this course must be taken online with the use of Respondus Lockdown Browser and Respondus Monitor exam proctoring software. Students must download Lockdown Browser and Respondus Monitor will automatically start with [quizzes/examinations] through myClass. The proctoring software is a requirement to uphold academic integrity and is necessary to meet accreditation requirements.

Lockdown Browser and Respondus Monitor requires Windows or Mac desktop, laptop, or iPad platforms. Chromebooks, smart phones, and other tablets are not supported. If you do not have access to a Windows or Mac desktop, laptop, or iPad, you can book a College PC via the GPRC App -> On-campus Reservations.

You can learn more about Respondus Lockdown Browser and Respondus Monitor here:

<https://web.respondus.com/lockdownbrowser-student-video/>. It is important to note that the software recordings are automated systems and are designed to be less intrusive than in-person proctors. The software is only running while you are signed in during your exam. The exam administrators only review the recordings after the exam is submitted and only if it was flagged due to suspicious activity.

The collection and use of your personal information is in accordance with the Freedom of Information and Protection of Privacy (FOIP) Act S. 33 (c) which states that *“No personal information may be collected by or for a public body unless that information relates directly to and is necessary for an operating program or activity of the public body.”* In addition, S. 39 (4) states, *“A public body may use personal information only to the extent necessary to enable the public body to carry out its purpose in a reasonable manner.”*

If you are unable to complete your [quizzes/examinations] using the proctoring software, you may request alternative accommodations to the online testing by contacting your instructor and the GPRC Testing Centre by telephone at [780-539-2212](tel:780-539-2212) to arrange to write your exam. Students must book their [quizzes/examinations] no less than 2-weeks in advance of the test date and students are choosing to write the [quizzes/examination] in the GPRC Testing Centre are responsible for the \$30 sitting fee.