

---

**BAMA 508: Research Methods in Marketing**

*Program: Full-time MBA  
Course Outline*

---

**COURSE GOALS**

*Purpose / rationale for the course.*

*To introduce students to the research methods in marketing.*

*To foster a culture of actionability in marketing research designs.*

*To develop student expertise with concepts and tools commonly used by researchers and brand managers.*

---

**LEARNING OBJECTIVES**

- *1. Creatively develop and analytically critique marketing strategies, marketing research designs, and the statistical methods used to provide marketing intelligence.*
  - *2. Analyze business problems using statistically-based thinking.*
  - *3. Use research information from a variety of sources to investigate business opportunities and strategies.*
- 

**ASSESSMENT SUMMARY**

<i>Assignments</i>	<i>40%</i>
<i>Exam</i>	<i>40%</i>
<i>Participation/Commitment</i>	<i>15%</i>
<i>Peer Evaluation</i>	<i>5%</i>

---

---

**BAMA 508: Research Methods in Marketing**

*Program: Full-time MBA  
Course Outline*

---

**COURSE INFORMATION**

**Division: Marketing**

**Term/period: 3**

**Instructor: Yi Qian**

**Teaching Assistant: Miremad Soleymanian**

Email: [yi.qian@sauder.ubc.ca](mailto:yi.qian@sauder.ubc.ca)

Email: [miremad.soleymanian@sauder.ubc.ca](mailto:miremad.soleymanian@sauder.ubc.ca)

Phone: 604-827-5154

Phone:

Office hours: TBA

Office hours: By appointment

**Section number: 001**

**Class meeting times: T/R 2-4pm**

**Course duration: Jan. 2 – Feb. 8, 2019**

**Classroom location: HA 335**

**Pre-requisites: Marketing Management, Statistics   Tutorials / labs:**

**Course website:** *will be available on* [www.canvas.ubc.ca](http://www.canvas.ubc.ca)

---

**BRIEF COURSE DESCRIPTION**

*This course is designed to provide a basic understanding of the nature and scope of marketing research problems and the methods used to solve those problems, including interviews, focus groups, surveys, experiments, and web-tracking paradigms. Such marketing research problems are a central tool in many areas of management activity, including Entrepreneurship, Strategy, and IT, as well as in Marketing itself.*

*This course will help you conduct and critically evaluate commercial and non-commercial research and will add to your strategic repertoire of analytical tools useful for any business decision. The course is designed to deal with questions of marketing research and marketing intelligence at a managerial level, and will focus on rigorous analysis rather than statistical calculation. All class sessions are interactive, requiring active participation in class discussions. The course will be built upon your existing statistical and analytic skills, so you are advised to review the basic fundamentals in preparation for the course. You will be required to calculate basic descriptive statistics in Excel or interpret outputs from a related package such as Stata, but this will not be a hands-on course in statistical package usage. However, complex statistical tools will be demonstrated and discussed.*

---

**BAMA 508: Research Methods in Marketing**

*Program: Full-time MBA  
Course Outline*

**COURSE MATERIALS & REQUIREMENTS**

**Reading Material:**

- Feinberg F., T. Kinnear, and J. Taylor, Modern Marketing Research: Concepts, Methods and Cases, 2<sup>nd</sup> edition, Cengage Learning. A reduced-price online-only version of the book is also available.*

*The text provides a more detailed description of Marketing Research and contains examples and applications.*

*I have provided the David Lam library with my copy of the 1<sup>st</sup> version on their reserves shelf for students to use. I also requested that they order the 2<sup>nd</sup> edition to keep on reserve. You are also welcome to share a book within your self-designated group (usually of size 5 or 6). There are Amazon copies, and the online eBook version is linked below where you could select the 'eBook' product for checkout:*

<https://www.nelsonbrain.com/shop/isbn/978-1-285-21104-6>

**Canvas: Other readings and Lecture materials will be posted there.**

**ASSESSMENT DETAILS**

*Assignments*

*During the term, there will be several individual or group assignments. Some of these will be completed in class, and others will require homework. Each assignment will focus on a different stage of the research process. The assignments will improve your research skills and prepare you for the final exam. The penalty for late assignment will be proportional to the time of being late for.*

*Class Participation/Commitment*

We all bring experience and knowledge into the classroom, and I expect all class participants to share this and benefit by it. For effective class participation you need to have read the assigned materials. Effective class participation includes

1. -asking questions about concepts from lectures or readings that you agree or disagree with;

---

**BAMA 508: Research Methods in Marketing**

*Program: Full-time MBA  
Course Outline*

---

2. -sharing your experience or point of view with the class
3. -building on points raised by others;
4. -clarifying issues or
5. -relating topics discussed to previous class discussions.

Direct student-student interaction is encouraged. Such interaction should be both positive and courteous even when your opinions differ. Class attendance is important. Regular and punctual attendance is a necessary but not a sufficient criterion for high class participation grades. You should submit a printout that includes a passport size photo, your name, e-mail address and a contact phone number. You should also include a short statement that describes any marketing experience you have had and what your future plans and goals are. I will use this roster to keep track of your class participation grade.

Rather than merely rehashing concepts from the textbook, class sessions will be devoted to extending and applying concepts. I will assume that all of you have completed the reading prior to class so that we can spend time on class exercises that simulate real world problems. Be prepared to discuss and present the assigned readings and/or problems. Your learning will be substantially enhanced if you come to class well prepared. If you are unable to attend class, you are responsible for catching up on the material covered or announcements made in class with your group-mate(s).

Positive contributions to class discussion increase your score. Attending class and not speaking has neither a positive nor a negative impact on your participation grade. Further, you can demonstrate your class commitment by diligently following course instructions, emailing me any marketing research examples from the media and/or your own industry experience, which you feel may enhance the class discussion. Failing to attend significant portions of a class session, poor preparation, and detrimental participation (including being disrespectful to any class member) decrease your participation score.

### *EXAM*

The exam will likely consist of a combination of multiple-choice and short answer questions. It will be closed book, closed notes. It will cover a) material that has been discussed in class; and b) assigned readings. Since we will not be covering all the material from the book in class, and may discuss concepts in class that are not in your book, you need to attend class **as well** as read your text in order to prepare for your exam.

Re-grade requests on any components of your course grade must be submitted within 10 days from when the assignment (i.e., homework and the final project) is returned. Along with the graded assignment, you must attach a letter explaining why you are requesting a re-grade. While I will consider the specific concerns cited in your letter, I will re-grade the entire assignment. Please remember that small changes in your grade on a single assignment typically do not affect your overall course grade.

**BAMA 508: Research Methods in Marketing**

*Program: Full-time MBA  
Course Outline*

**SCHEDULE**

*Week by week class schedule.*

<b>Class#</b>	<b>CLASS TOPICS</b>	<b>ACTIVITIES / READINGS</b>	<b>WHAT'S DUE</b>
<b>Class 1</b>	<b>Introduction</b>	Chapters 1, 2, 3 (Same across versions) “Backward Market Research” “Cost Conscious Market Research”	<b>Please fill out the online individual information survey in the Assignments folder on Canvas</b>
<b>Class 2</b>	<b>Qualitative Research Designs</b>	V1: Chapter 6 (p.214-228); V2e: Chapter 5 (p217-234) “When Good Research Goes Bad”	
<b>Class 3</b>	<b>Quantitative Research Designs</b>	V1: Chapter 3 (p.62-98); V2e: Chapter 2 (p.57-96)  V1: Chapters 5 (p.182-190); V2e: Chapter 4 (p.186-195)	<b>Research Design Exercises on Canvas. Please watch the videos in Media Gallery (read my associated comments), and take the several surveys on the “Assignments” page</b>
<b>Class 4</b>	<b>Data Collection: Survey Design</b>	V1: Chapter 7; V2e: Chapters 3 (p.116-153) and 6	<b>Look through the survey tools and templates posted in the Supplemental Materials Section on Canvas/Modules/Syllabus and Readings</b>

**BAMA 508: Research Methods in Marketing**

*Program: Full-time MBA*  
*Course Outline*

<b>Class 5</b>	<b>Data Collection Design: Sampling</b>	V1: Chapter 8 (p.290-302); V2e: Chapter 7 (p.298-311)	
<b>Class 6</b>	<b>STP with Crosstabs</b>	V1: Chapter 9 (p.392-395, p.426-428); V2e: Chapter 8 (p.390-394, 427-430)	<b>Prepare the Joyoung Soymilk Maker case</b>
<b>Class 7</b>	<b>Cluster Analysis and Factor Analysis</b>	V1: Chapter 11 (p.472-491, p.494-510); V2e: Chapter 10 (p.476-498, 501-517)	<b>Review the previous lecture deck</b>
<b>Class 8</b>	<b>Positioning with Perceptual Maps</b>	V1: Chapter 11 (510-540); V2e: Chapter 10 (524-555)	<b>Review lecture notes from Classes 6-7</b>
<b>Class 9</b>	<b>Onto the Real World</b>		<b>Present the Microvan Case</b>
<b>Class 10</b>	<b>Guest Lecture: Real-world Cases</b>		

---

**BAMA 508: Research Methods in Marketing**

*Program: Full-time MBA  
Course Outline*

---

**TEACHING & LEARNING ACTIVITIES**

**BAMA-508 Due Dates**

**Week 2:**

Tuesday Due **11.55pm: Individual Assignment 1**

**Week 3:**

Tuesday Due **11.55pm: Exploratory Research Report (Group Assignment)**

Rest of the week Prepare in advance to discuss the Joyoung case (Class participation)

**Week 4:**

Tuesday Due **11.55pm: Individual Assignment 2**

Rest of the week Prepare as a group to discuss the Microvan case analyses in week 5 (Class participation)

**Week 5:**

Tuesday Due **11.55pm: Individual Assignment 3**

**Week 6:** **Exam to be scheduled by the Admin Office**

Tuesday Due **11.55pm: Peer Evaluations** (Your course grade will appear Incomplete without your submitting peer evaluations on Canvas)

---

**BAMA 508: Research Methods in Marketing**

*Program: Full-time MBA*

*Course Outline*

---

**COURSE AND INSTITUTIONAL POLICIES**

**Attendance:** As per RHL policy on Professionalism, Attendance and Behaviour, students are expected to attend 100% of their scheduled classes. Students missing more than 20% of scheduled classes for reasons other than illness will be withdrawn from the course. Withdrawals, depending on timing, could result in a “W” or an “F” standing on a student’s transcript. Students must notify their instructors at the earliest opportunity if they are expected to miss a class due to illness. A medical note from a licensed, local doctor is required if more than 20% of scheduled classes for a course are missed due to illness. Students are required to notify the Student Experience Manager if they are absent from two or more classes due to illness.

**Tardiness:** As per RHL policy on Professionalism, Attendance and Behaviour, students are expected to arrive for classes and activities on time and fully prepared. Late arrivals may be refused entry at the discretion of the instructor or activity lead. Students arriving halfway through a scheduled class, or later, will be treated as absent for that class.

**Electronic Devices:** As per RHL policy on Professionalism, Attendance and Behaviour, laptops and other electronic devices (cellphones, tablets, personal technology, etc.) are not permitted in class unless required by the instructor for specific in-class activities or exercises. Cellphones and other personal electronic devices must be turned off during class and placed away from the desktop. Students who fail to abide by the RHL “lids down” policy will be asked to leave the room for the remainder of the class. Research has shown that multi-tasking on laptops in class has negative implications for the learning environment, including reducing student academic performance and the performance of those sitting around them.

---

**ACADEMIC INTEGRITY**

All UBC students are expected to behave as honest and responsible members of an academic community. Failure to follow appropriate policies, principles, rules and guidelines with respect to academic honesty at UBC may result in disciplinary action.

It is the student’s responsibility to review and uphold applicable standards of academic honesty. Instances of academic misconduct, such as cheating, plagiarism, resubmitting the same assignment, impersonating a candidate, or falsifying documents, will be strongly dealt with according to UBC’s procedures for Academic Misconduct. In addition to UBC’s Academic Misconduct procedures, students are responsible for reviewing and abiding by RHL’s policy on Academic Integrity.

---

**LATE ASSIGNMENTS**

Late submissions will receive a penalty of 5% of the assignment grade for each day your assignment is late.

---