
BAMA 508 (301): MARKETING RESEARCH
PMBA 2020 Course Outline

COURSE INFORMATION

Division: Marketing

Term/period: Winter 2019

Instructor: Yi Qian

Program: PMBA

Email: yi.qian@sauder.ubc.ca

Phone: 604-827-5154

Office hours: TBA

Section number: 302

Class meeting times: Sat, Mar. 30, 2019, 8:30am-4:00 pm

Sat, April 13, 2019, 8:30am-4:00 pm

Sat, May 4th, 2019, 8:30am-4:00 pm

Course duration: March 30 – May 26, 2019

Classroom location: HA 132

Course website: 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.

COURSE GOALS

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.

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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>	45%
<i>Final</i>	30%
<i>Participation</i>	15%
<i>Peer Evaluations</i>	10%
<i>Total</i>	100%

COURSE MATERIALS & REQUIREMENTS

Recommended Reading Materials:

1. Feinberg F., T. Kinnear, and J. Taylor, Modern Marketing Research: Concepts, Methods and Cases, 2nd edition, Cengage Learning.

The text provides a more detailed description of Marketing Research and contains examples and applications. Please feel free to purchase a copy of the textbook within your group and share reading notes. A reduced-price online-only version of the book is also available.

I have provided the David Lam library with my copy of the 1st version on their reserves shelf for students to use. I have requested that the library purchase the 2nd version for reserves as well. You are also welcome to share a book within your self-designated group (usually of size 5 or 6). There are Amazon copies, and official paperback versions:

https://www.nelsonbrain.com/shop/isbn/9781133188964?parent_category_rn=&top_category=&urlLang/d=-1&errorViewName=ProductDisplayErrorView&categoryId=&urlRequestType=Base&partNumber=9781133188964&cid=APL1

<http://resolve.library.ubc.ca/cgi-bin/catsearch?bid=8568382>

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ASSESSMENT

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 presentation. The penalty for late assignment will be proportional to the time of being late for.

BAMA 508 Due Dates

Assignment	Due
Individual Information Survey <i>(Optional - Submit online)</i>	
Individual Assignment 1	Monday, April 8, 2019; 11:59pm
Group Assignment	Monday, April 22, 2019; 11:59pm
Individual Assignment 2	Monday, May 13, 2019; 11:59pm

Finals' Week

Final Project	Due in the exam week as set by RHL
Peer Evaluations	Monday, May 27, 2019; 11:59pm

***Your course grade will appear Incomplete without your submitting peer evaluations on Canvas*

Class Participation

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;
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

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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.

Final Deliverables

The final project 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 final evaluation.

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.

SCHEDULE

Class#	CLASS TOPICS	ACTIVITIES / READINGS	WHAT'S DUE
Day 1	Research Objectives and Designs	Chapters 1,2,3, 5 and 6 "Cost Conscious Market Research" "Backward Market Research" "When Good Research Goes Bad"	Fill out various Surveys on Canvas
Day 2	Data Collections: Sampling and Survey Designs	Chapters 4, 7, and 8	Review the various survey tips and tools on Canvas
Day 3	Data Analyses Tools	Chapters 9-11	Prepare the Joyoung Soymilk Maker case

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COURSE AND INSTITUTIONAL POLICIES

Attendance: As per RHL policy on Professionalism, Attendance and Behavior, 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 Behavior, 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 Behavior, 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.
