

COURSE INFORMATION

Course title:	Marketing Research	Credits:	1.5
Course code:	BAMA508	Class location:	TBC
Session, term, period:	Summer 2024	Class times:	Saturdays
Section(s):	301	Pre-requisites:	n/a
Course duration:	June 1, June 22, and July 13, 2024	Co-requisites:	n/a
Division:	Marketing		
Program:	PMBA		

INSTRUCTOR INFORMATION

Instructor:	Dr Cluny South	Office location:	TBC and on zoom
Phone:	778-988-9486	Office hours:	By appt.
Email:	cluny.south@sauder.ubc.ca		

COURSE DESCRIPTION

This course is designed to expose students to concept of marketing research and to provide practice in conducting and evaluating it. You will gain a general understanding of research issues, learn to appreciate the complexity of research design, gain practice at analyzing & interpreting basic statistical data, and acquire the skills needed to design specific types of marketing research. You will also be required to complete a variety of assignments throughout the course. Materials introduced each session will build on previous topics. It is essential that you come thoroughly prepared for class each day.

COURSE FORMAT

Class time will be a combination of lecture, case & topic discussion, and activities. Sessions are interactive, requiring students active participation in discussions and in class activities. These activities are designed to help you relate the concepts learnt in the classroom to the practical realities of conducting research. Delivery is in-person.


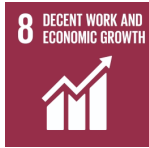

LEARNING OBJECTIVES

By the end of the course students will be able to

- Develop a basic research program to achieve a specific research objective.
- Identify the appropriate marketing research techniques needed to achieve a research objective.
- Analyze simple research results using statistical methods commonly used in marketing research.
- Interpret research findings and make recommendations.

SUSTAINABLE DEVELOPMENT GOALS (SDGS)

At UBC Sauder, we are committed to responsible business practices that can have transformative impacts on society. One of the ways we are reinforcing our commitment to responsible business is by showcasing relevant content in our courses via the lens of the [United Nations Sustainable Development Goals](#). In this course, we will touch on topics that relate to the following goals:

Sustainable Development Goal	Description of how and when the goal is covered in the course.
<p>GOAL 5: Gender Equality</p> 	In class 1, we will have reading, lecture content, and group discussions on women in leadership and ownership and female entrepreneurship.
<p>GOAL 8: Decent Work and Economic Growth</p> 	In class 2 we will have reading and lecture content and be discussing small and medium businesses, creativity and innovation in multiple environments, and alternatives to never ending growth.
<p>GOAL 10: Reduce Inequality</p> 	In class 2 we will have reading and lecture content and be discussing diversity and inclusion, price discrimination and discrimination in segmentation.

ASSESSMENTS

Summary

<u>Component</u>	<u>Weight</u>
Class Preparation Check-In Quizzes (5% x3)	15%
Individual Post-Class Discussions (10% x3)	30%
Group Assignment #1	8%
Group Assignment #2	12%
Group Assignment #3	18%
Intro Survey (2%) + Class Participation (5% x3)	17%
Peer Review (-10% of total group assignment grade if not submitted)	
Total	<u>100%</u>

Details of Assessments

To ensure you are prepared for in-class case discussion and activities there will be three short check-in quizzes on Canvas based on the required cases and readings. These must be completed prior to Class (midnight day before) and have a 30minute completion time. During the term, there will be three individual post-class discussion assignments and three group assignment deliverables. Some of the group assignments will be started in class, most will require homework. Each assignment will focus on a different stage of the research process.

Class Preparation Quizzes #1-3 (15%) Due midnight before Class

Learning at this level requires professionalism and dedicated preparation prior to classes. Classes will discuss, not repeat, the readings. To this end you will complete a quick Canvas check-in quiz on the

required cases and reading materials for the class, prior to each class. Be sure to do your readings and prep before you take the quiz since you will only have 30mins to complete after starting.

Individual Discussion Assignments #1-3 (30%) Due 11.59pm on the Sunday a week after class

After each class a discussion topic or set of questions are posted for you to individually answer (expectation is approx 1 page per discussion assignment response). Each discussion post is worth 10% and is marked on the thoughtfulness and effort of the submission. Volunteering for the moderator role in Class 1 excuses you from one discussion post (your choice which) with full marks.

Group Assignment #1 (8%) Due 9pm June 9th

Submit your Affinity excel sheet for the Low Patient Satisfaction Case data set. Draw appropriate recommendations and conclusions for the Case (approx. 1 page of discussion).

Group Assignment #2 (12%) Due 9pm June 30th

Rewrite an improved main survey for the Blue Mountain Case. Outline your ideal survey administration method and sampling plan, considering class discussions (approx. 1 page of discussion). See additional grading guidelines.

Group Assignment #3 (18%) Due 9pm July 28th

Develop 3-5 appropriate research questions (or hypotheses) you would like answered from either the All Nutrition, or Blue Mountain Case data sets (or the additional data set provided), carry out the analysis, and report in APA style. Provide screen shots of your analysis in your appendix. Research questions must be different or additional to any discussed in class, and should have managerial implications. Outline 2-3 recommendations that are supported by your findings and discuss limitations. See additional grading guidelines.

Peer review of group project members Due midnight July 28th

No grade component but you will lose 10% of your total group assignment grade if not submitted.

Class Participation (17%)

Learning at this level requires a positive attitude, dedication and, of course, engagement and enthusiasm. All class sessions will be interactive, requiring students to actively participate in class discussions. We all bring experience and knowledge into the classroom, and I expect class participants to share this and benefit from it. Effective class participation includes 1) asking questions about concepts from lectures/ readings/cases that you agree or disagree with (see Class Preparation above); 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 discussions. Direct student-student interaction is encouraged. Interaction should be both positive and courteous even if opinions differ. Class attendance is crucial. However regular punctual attendance is a necessary, but insufficient, criterion for high-class participation grades.

LEARNING MATERIALS

Required: Readings, cases, files and preparation videos will either be posted on Canvas or supplied as part of the course package. See here for link to course package: <https://www.iveypublishing.ca/s/ivey-coursepack/a1ROF000006uXN2AY> Estimated cost of required materials (course package): \$21.80

COURSE-SPECIFIC POLICIES AND RESOURCES

Missed or late assignments, and regrading of assessments

Late submissions will not be accepted and will receive a grade of zero. Re-grade requests on any components of your course grade must be submitted within 10 days from when the assignment (i.e., homework or 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 will not affect your overall course grade.

TCPS2 Ethics certificate **MUST** be uploaded to Canvas prior to any data work. No certificate = no data work. This certificate was completed as part of your Pre-PMBA Program Checklist – please confirm that you’ve completed it via your Canvas program site. If you never completed it, please do so before BAMA 508 starts.

Peer evaluations:

At the end of the course you will be asked to evaluate your group members on their contributions to the group assignments. In the real world group contribution is never going to be perfectly equal. What I ask you to consider is whether you felt overall that, given the tasks required, the distribution of work and effort put in by each group member was fair. If you feel that there was injustice in your group, you may indicate this through the iPeer evaluations. If sufficient evidence is demonstrated that some group members did not contribute reasonably, AND it is shown that attempts were made to include those group members and give them a chance to contribute, then group project grades for those members may be adjusted down accordingly. Please note that this adjustment may be substantial (i.e. up to 100% deduction of the group component) if the evidence clearly demonstrates that a unreasonably poor contribution was made to group work by any individual.

Academic Concessions

If extenuating circumstances arise, please contact the RHL Graduate School program office as early as reasonably possible, and submit an [Academic Concession Request & Declaration Form](#). If an academic concession is granted during the course, the student will be provided options by RHL, or by the instructor in consultation with RHL, per [UBC’s policy on Academic Concession](#).

Code Plagiarism

Code plagiarism falls under the UBC policy for [Academic Misconduct](#). Students must correctly cite any code that has been authored by someone else or by the student themselves for other assignments.

Cases of "reuse" may include, but are not limited to:

- the reproduction (copying and pasting) of code with none or minimal reformatting (e.g., changing the name of the variables)
- the translation of an algorithm or a script from a language to another
- the generation of code by automatic code-generations software

An “adequate acknowledgement” requires a detailed identification of the (parts of the) code reused and a full citation of the original source code that has been reused.

Students are responsible for ensuring that any work submitted does not constitute plagiarism. Students who are in any doubt as to what constitutes plagiarism should consult their instructor before handing in any assignments.

POLICIES APPLICABLE TO COURSES IN THE ROBERT H. LEE GRADUATE SCHOOL

Attendance

Excepting extenuating circumstances, students are expected to attend 100% of their scheduled class hours. Absent students limit their own academic potential, and that of their classmates, and cause unnecessary disruption to the learning environment. Students missing more than 20% of the total scheduled class hours for a course (including classes held during the add/drop period) without having received an academic concession will be withdrawn from that course. Withdrawals, depending on timing, could result in a “W” or an “F” standing on the transcript.

Punctuality

Students are expected to arrive for classes and activities on time and fully prepared to engage. Late arrivals may be refused entry at the discretion of the instructor or activity lead. Students arriving later than halfway through a scheduled class will be treated as absent for that class.

Electronic Devices

Devices such as laptops, tablets, and cell phones are not permitted to be used in class unless directed by the instructor for in-class activities. Students who do not follow the School’s policy in this regard may be required to leave the room for the remainder of the class, so that they do not distract others. Research shows that students’ use of laptops in class has negative implications for the learning environment, including reducing their own grades and the grades of those sitting around them.

Citation Style

Please use the American Psychological Association (APA) reference style to cite your sources.

Details of the above policies and other RHL Policies are available at:

<http://www.calendar.ubc.ca/vancouver/index.cfm?tree=12,199,506,1625>

UNIVERSITY POLICIES AND RESOURCES

UBC provides resources to support student learning and to maintain healthy lifestyles but recognizes that sometimes crises arise and so there are additional resources to access including those for survivors of sexual violence. UBC values respect for the person and ideas of all members of the academic community. Harassment and discrimination are not tolerated nor is suppression of academic freedom. UBC provides appropriate accommodation for students with disabilities and for religious observances. UBC values academic honesty and students are expected to acknowledge the ideas generated by others and to uphold the highest academic standards in all of their actions. Details of the policies and how to access support are available on the UBC Senate website at <https://senate.ubc.ca/policies-resources-support-student-success>.

Respect for Equity, Diversity, and Inclusion

The UBC Sauder School of Business strives to promote an intellectual community that is enhanced by diversity along various dimensions including Indigeneity (including identification as First Nation, Métis, or Inuit), race, ethnicity, gender identity, sexual orientation, religion, political beliefs, social class, and/or disability. It is critical that students from diverse backgrounds and perspectives be valued in and well-served by their courses. Furthermore, the diversity that students bring to the classroom should be viewed as a resource, benefit, and source of strength for your learning experience.

It is expected that all students and members of our community conduct themselves with empathy and respect for others.

Academic Integrity

The academic enterprise is founded on honesty, civility, and integrity. As members of this enterprise, all students are expected to know, understand, and follow the codes of conduct regarding academic integrity. At the most basic level, this means submitting only original work done by you and acknowledging all sources of information or ideas and attributing them to others as required. This also means you should not cheat, copy, or mislead others about what is your work. Violations of academic integrity (i.e., misconduct) lead to the breakdown of the academic enterprise, and therefore serious consequences arise and harsh sanctions are imposed. For example, incidences of plagiarism or cheating may result in a mark of zero on the assignment or exam and more serious consequences may apply if the matter is referred to the President's Advisory Committee on Student Discipline. Careful records are kept in order to monitor and prevent recurrences.

Use of Artificial Intelligence

Generative AI (Including ChatGPT) Not Permitted

Any work submitted must be your own original work, written without outside assistance or collaboration. Any use of generative artificial intelligence (AI), including ChatGPT, is not permitted and constitutes academic misconduct. Any student suspected of submitting work that includes AI generated content may be asked for preliminary work or other materials to evidence the student's original and unaided authorship. The student may also be asked to separately explain or support their work. AI identification methods may also be employed by the instructor. After review, if it is determined by the instructor that submitted work likely contains AI generated content, the work may receive a zero and may be subject to further misconduct measures set out in the [UBC Academic Calendar](#).

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All materials of this course (course handouts, lecture slides, assessments, course readings, etc.) are the intellectual property of the instructor or licensed to be used in this course by the copyright owner. Redistribution of these materials by any means without permission of the copyright holder(s) constitutes a breach of copyright and may lead to academic discipline and could be subject to legal action. Any lecture recordings are for the sole use of the instructor and students enrolled in the class. In no case may the lecture recording or part of the recording be used by students for any other purpose, either personal or commercial. Further, audio or video recording of classes are not permitted without the prior consent of the instructor. Students may not share class Zoom links or invite others who are not registered to view sessions.

ACKNOWLEDGEMENT

UBC's Point Grey Campus is located on the traditional, ancestral, and unceded territory of the x^wməθk^wəyəm (Musqueam) people, who for millennia have passed on their culture, history, and traditions from one generation to the next on this site.

COURSE SCHEDULE

(Subject to change with consultation)

Class	Class Topic	Readings & Activities	Assessments due
Friday 31st May			Individual Intro Survey due (9am) Upload TCPS Ethics Certificate (9am) Deadline: volunteer request for Qual Activity in class 1 [free pass on one discussion] (9am) Submit Reading Quiz 1 (11.59pm)
Sat 1st June 8.30-10.15	Research Objectives & Problem Definition. Research Process. Use of Secondary data and Interviews.	Sage Case: Selling Sketches A Ch. 1: Role of Research (Babin et al) Ch.2: The Research Process (Callegher et al)	
10.30-12.00	Research Functions. Business Problems. Research Proposals. Research Designs.	HBR Case: Layla's Delicacies (part 1:pp1-6; Exhibits 1-5). Ch.4: Qualitative Research Designs (Hair)	
1.00-2.15	Qualitative Methods I	HBR Article: In Market Research Use Numbers with Caution (2009) HBR Article: Customer Surveys are no Substitute (<i>Optional</i>) HBR Article: An Anthropologist Walks into a Bar (<i>Optional</i>) <i>Qual Activity I in Class</i>	Individual: Bring some pictures along based on the DrawForYou Example in the Selling Sketches Case. Volunteer Moderators have prep for Qual Activity I
2.30-4.00	Qualitative Methods II	Sage Case: Analyzing Low Patient Satisfaction <i>Qual Activity II in Class</i>	
Sunday 9th June			Submit Group Assignment #1 (9pm) Submit Individual Discussion #1 (11.59pm)
Friday 21st June			Submit Reading Quiz 2 (11.59pm)
Sat 22nd June 8.30-10.15	Wrap Qual Research Surveys 1	Refresh Cases: Selling Sketches A and Layla's Delicacies (rest) HBR Case: All Nutrition A Sage Case: Selling Sketches B	

		Chapter 8: Measurement & Questionnaire Design (Burns & Bush)	
10.30-12.00	Surveys 2	Sage Case: Selling Sketches B	
1.00-2.30	Surveys 3	HBR Case: All Nutrition B	
2.45-4.00	Sampling and Wrap	Refresh Cases: Selling Sketches B, All Nutrition B HBR Case: Blue Mountain Chapter 13: Basic Sampling Issues (McDaniel & Gates)	
Sunday 30th June			Submit Group Assignment #2 (9pm) Submit Individual Discussion #2 (11.59pm)
Friday 12th July			Submit Reading Quiz 3 (11.59pm)
Sat 13 th July 8.30-10.15	Basic Data Analysis	Refresh Cases: Blue Mountain, All Nutrition B Sage Case: A Data Driven Approach Ch.14 Basic Data Analysis (Babin)	
10.30-12.00	Advanced Data Analysis 1	Refresh Cases: Blue Mountain, All Nutrition B Ch.14 Relationships & Differences (McDaniel et al)	
1.00-2.15	Advanced Data Analysis 2. Integrating Qual and Quant Findings. Findings to Insights and Recommendations. Limitations.	Refresh Cases: Layla's Delicacies Blue Mountain, All Nutrition B	
2.30-4.00	Communicating Results & Wrap	Ch.13 Communicating Results (McDaniel & Gates)	
Sunday 21st July			Submit Individual Discussion #3 (11.59pm)
Sunday 28th July			Submit Group Assignment #3 (9pm) Peer review for group assignment work due (11.59pm)