

Business Administration

Course Number: **BUAD 210**

Course Title: **INTRODUCTION TO MARKETING RESEARCH**

Credits: 3

Calendar Description: This course introduces research theory and methodology as they relate to effective decision-making in business. Emphasis is on research design in exploratory and qualitative research. Topics include secondary research and primary and qualitative research concentrating on interviewing, focus groups and observational research. Students develop the knowledge and skills necessary for research proposal writing, research design and report presentation. *(also offered by Distance Education)*

Semester and Year: **Winter 2018**

Prerequisite(s):

Professors

Evaluation Procedure

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|-----------------------------------|------|
| Assignments (3 Assignments) | 35% |
| In-Class Activities and Term Work | 15% |
| Mid-term Exam | 20% |
| Final Exam (Cumulative) | 30% |
| Total | 100% |

Notes

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| <p>Exams: Students must achieve an overall average passing mark of 50% (25/50) on exams to pass the course.</p> |
| <p>Students are expected to read the chapters and complete the assigned materials and exercises, prior to coming to class.</p> |
| <p>Professors may progress more quickly or slowly through the assigned chapters depending on complexity, discussion, current issues, and use of guest speakers.</p> |
| <p>Assignments will be graded as follows:</p> <ul style="list-style-type: none"> - AS01 – Research proposal – 10% - AS02 – Focus group – 15% - AS03 – Questionnaire – 10% <p>Late assignments will be penalized with a 20% deduction every 24 hours from the due date and time. After 5 days, the assignment is worth 0 points and will not be graded.</p> |
| <p>Assignments: Students will be assigned (unless otherwise stated) to small research teams to undertake the three assignments. New teams will be assigned for each assignment. Understand that team work requires equal participation. Those team members who do not participate to the satisfaction of the professor, may have their names removed from the assignment and be "fired" from the research project – in other words, assigned a pro-rated or 0 grade for that assignment.</p> |

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Course Schedule

| Date | | Topic | Readings & Due Dates |
|----------|-----|---|----------------------|
| Week of: | | Wednesday Jan 3 Classes Begin Monday Feb 12 Family Day – <i>no classes</i> Tuesday Feb 13 to Feb 16 Mid-semester Study Break – <i>no classes</i> Friday Mar 30 to Monday April 2 Easter – <i>no classes</i> Thursday Apr 12 Last Day of Regularly-scheduled Classes | |
| Jan | 1-5 | Course Overview The Role of Marketing Research | Ch 1 |

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SKILLS ACROSS THE BUSINESS CURRICULUM

The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

STUDENT CONDUCT AND ACADEMIC HONESTY