



# 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 are further credit

Originally Developed: April 2009

EDCO Approval: May 2009

Chair's Approval: *Devi Rubadeau*

**Professors**

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<b>Name</b>	<b>Phone number</b>	<b>Office</b>	<b>Email</b>
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## Course Schedule

Date		Topic	Textbook
2023 Week of		Monday January 9th, First day of class Monday February 20 <sup>th</sup> , Statutory Holiday (no classes) February 21 <sup>st</sup> thru 24 <sup>th</sup> , Mid-semester study break (no classes) Friday April 7 <sup>th</sup> and Monday April 10 <sup>th</sup> , Statutory Holidays (no classes) Friday April 14 <sup>th</sup> , Last day of class	
Jan	9	Course Overview The Role of Marketing Research Marketing Research Process	Ch 1, 3
	16	Harnessing Big Data into Better Decisions <b>AS01: Writing a Research Proposal</b>	Ch 2

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## **SKILLS ACROSS THE BUSINESS CURRICULUM**

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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**

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### **What is the Disruption of Instructional Activities?**

At Okanagan College (OC), disruption of instructional activities includes student “conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study facilities of OC”, as well as conduct that leads to property damage, assault, discrimination, harassment and fraud. Penalties for disruption of instructional activities include a range of sanctions from a warning and/or a failing grade on an assignment, examination or course to suspension from OC.

### **What is Cheating?**

“Cheating includes but is not limited to dishonest or attempted dishonest conduct during tests or examinations in which the use is made of books, notes, diagrams or other aids excluding those authorized by the examiner. It includes communicating with others for the purpose of obtaining information, copying from the work of others and purposely exposing or conveying information to other students who are taking the test or examination.”

Students must submit independently written work. Students may not write joint or collaborative assignments with other students unless the instructor approves it in advance as a group/team project. Students who share their work with other students are equally involved in cheating.

### **What is Plagiarism?**