

University of Guelph
College of Management and Economics
Department of Marketing and Consumer Studies
Fall 2010

MCS 3030 – Research Methods (section 01 and 02)

Professor:	Dr. Scott Colwell	G.T.A:	Refer to D2L
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Location:	MINS 201A	Location:	Refer to D2L
Office Hours:	Refer to D2L	Office Hours:	Refer to D2L

1.0 Course Description:

This course “examines the concepts, principles and practices for consumer, market and product development research processes. Topics include research problem definition, research objectives, research design, measurement, sampling methods, execution and research management, analysis and interpretation, and report writing.”

Prerequisite(s): STAT*2060 or STAT*2090 Equate(s): COST*3030

From undergraduate calendar: http://www.uoguelph.ca/undergrad_calendar/main.shtml

2.0 Course Objectives:

By the end of this course, you should be able to:

1. Discuss and apply a range of research methods for gathering the necessary information required to make decisions.
2. Understand the research process used to gather information within various research methods.
3. Evaluate and select appropriate methods for research design, data collection, sampling, and analysis.
4. Interpret and communicate research results and analysis.

3.0 Class Time:

This class consists of two one hour and 20 minute lecture periods each week. Part of the class will focus on lecture material and part of the class will focus on cases or examples. See the course schedule for further details. Lectures will focus on extending (not regurgitating) important subject matter. You are responsible for reading the course material prior to coming to each

lecture. The lectures may not cover all of the material from the textbook that you are required to understand.

4.0 Required Reading:

The required course package is available at the University Bookstore.

Textbook: “Research Methods: The Concise Knowledge Base” by Trochim

Course Pack: MCS*3030 Cases and Supplements
Appendix of Statistical Tables (from Zikmund ‘03)

We will be using chapters 1 to 10 in the textbook and then using the lecture note supplements (that I will post on D2L) in place of chapters 11, 12, and 13.

5.0 Course Evaluation:

Case Reports (6 reports x 5% each)	30% **
Midterm I	35%
Midterm II	35%

**If you miss Case 1, 2, or 3 a makeup case(s) will be given in class during the week of October 19 and 21.

The format of the midterms may include true and false, multiple choice, and short answer questions on the material covered during the term.

Note: As per the University Calendar academic consideration for being unable to meet assignment due dates, case participation, or for being unable to attend any quiz, midterm or final exam will only be granted for medical, psychological or compassionate reasons. In all cases, appropriate documentation as outlined in the University Calendar is required. **Work arrangements, vacation or personal arrangements, sleeping in or not following the WebCT calendar are not valid reasons.**

There will be no re-writes or special sittings allowed for any part of this grade. If you miss a Case or Midterm I and you have the appropriate documentation explaining your absence, the following will apply:

- If you miss case 1, 2, or 3 you will need to write the make-up case as per above.
- If you miss the make-up case, the lost marks will assigned to case 4, 5, and 6.
- If you miss case 4, 5, or 6, consideration will consist of increasing the weight of Midterm I by one half of the missed grade and Midterm II by one half of the missed grade.
- If you miss Midterm I (30%), consideration will consist of increasing the weight of Case 5 from 5% to 10%, Case 6 from 5% to 10%, and Midterm II from 35% to 55%.
- If you miss Midterm II, a ‘did not complete’ will submitted for your final grade. In this instance you will need to consult with your Program Counselor.

This course follows the University grading scheme outlined in the University Calendar:

A+	90-100%	Excellent: An outstanding performance in which the student demonstrates a superior grasp of the subject matter, and an ability to go beyond the given material in a critical and constructive manner. The student demonstrates a high degree of creative and/or logical thinking, a superior ability to organize, to analyze, and to integrate ideas, and a thorough familiarity with the appropriate literature and techniques.
A	85-89	
A-	80-84	
B+	77-79	Good: A more than adequate performance in which the student demonstrates a thorough grasp of the subject matter, and an ability to organize and examine the material in a critical and constructive manner. The student demonstrates a good understanding of the relevant issues and a familiarity with the appropriate literature and techniques.
B	73-76	
B-	70-72	
C+	67-69	Acceptable: An adequate performance in which the student demonstrates a generally adequate grasp of the subject matter and a moderate ability to examine the material in a critical and constructive manner. The student displays an adequate understanding of the relevant issues, and a general familiarity with the appropriate literature and techniques.
C	63-66	
C-	60-62	
D+	57-59	Minimally acceptable: A barely adequate performance in which the student demonstrates a familiarity with the subject matter, but whose attempts to examine the material in a critical and constructive manner are only partially successful. The student displays some understanding of the relevant issues, and some familiarity with the appropriate literature and techniques.
D	53-56	
D-	50-52	
F	0-49	Fail: An inadequate performance.

http://www.uoguelph.ca/undergrad_calendar/index.shtml

6.0 Cases

This grade consists of in-class written case reports. There will be 6 reports each worth 5%. You will have between 40 minutes to write each case. The structure and logistics of the written reports will be explained to you at the beginning of the course. Always bring your calculator and your case.

7.0 Midterm Examinations (70%)

There will be two in-class mid-term examinations. The first midterm is worth 35% and the second is worth 35%. Both midterms may include multiple choice questions, true and false, fill in the blank and short answer/essay style questions. Consult the schedule to ensure you know when the midterms are scheduled for. Please note that the midterm will emphasize both textbook and lecture material. This includes written and verbal information disseminated during the lecture. Both midterms will be 60 minutes in length. Make sure you bring your calculator.

8.0 Course Pedagogy and Expectations:

1. **D2L is used extensively in this course.** Blackboard is a key component of this course. Course materials and grades will be posted here. It is also an information center where you can find course reminders and updates. Refer to it frequently for ALL course information, announcements, and changes.

2. **You are required to take your own notes throughout the course.** The professor's lecture notes will not be provided. Brief lecture slides may be provided from time to time, but do not count on them. Note taking has been found to enhance student learning. If you are unfamiliar with how to take notes in a university level lecture, I strongly recommend you visit the Learning Commons site regarding learning from lectures <http://www.learningcommons.uoguelph.ca/ByTopic/Learning/Lectures/index.html>
3. **Always check Blackboard before contacting the Professor or your GTA with questions.** Most of your answers related to this course, can be found in this course outline and on Blackboard. Check Blackboard regularly for updates.
4. **If you miss a class, obtain any missing material or information from fellow students.** The professor will not cover any material outside of class which has already been covered in class.
5. **You are responsible for class preparation.** Each student is expected to attend the lectures and seminars. Prior to coming to class, you should read all assigned material (on Blackboard). Classes begin with the assumption that the material has been read.
6. **Individual work is expected.** You are encouraged to discuss and debate cases, projects, and materials from the course with other students, both inside at outside of class. However, written reports must be written individually. If one or more written assignments are found to share a significant proportion of phrasing and/or similarity of tables, graphics, etc., ACADEMIC MISCONDUCT procedures will be invoked (See Undergraduate Calendar 2003-2004 Academic Misconduct and the tutorial on the website <http://www.webapps.ccs.uoguelph.ca/lc/AcademicIntegrity/>).
7. **You are expected to know the regulations outlined in the University Calendar.** The university calendar clearly outlines all academic regulations and procedures (such as consideration for missed exams or tests, etc.). The university calendar can be found at: <http://www.uoguelph.ca/academics/calendars.shtml>
8. **You are responsible for your grades.** I do not give grades, you earn them. If you wish to have a question re-graded, I re-grade the entire assignment/case/midterm, not just individual questions. If you wish to have your grade reconsidered because another student got a better mark with a 'similar' answer, then I will request both papers to be re-graded. The onus is on you for understanding the material and demonstrating to me that you understand the material. Grammar and spelling counts, which means cell phone texting language is not appropriate. The answer to "can I do extra work or change the weight of something to make up for a missed or low grade" is always NO. The marks (and the weighting) available for this class are outlined in the course evaluation section of this outline. The only grades available are in this outline.
9. **Fill in your scantron / test sheets properly.** If you do not complete your scantron or test sheets properly (i.e.: missing ID or filling in your name), 5 marks will be deducted from your score.

10. **Testing interruption procedures.** If for any reason we are required to evacuate the room during a case or midterm (i.e.: fire alarm), that evaluation will be immediately cancelled. The professor will advise you if the evaluation will be rescheduled or if the weight of the evaluation will be spread across other parts of the course evaluation.

11. **Classroom etiquette.** Classroom etiquette is expected. Therefore, please note the following:
- a. Arriving late for class, talking during lectures or presentations is disruptive and highly frowned upon. Please be respectful of others.
 - b. Reading material other than course materials or putting your head down for a nap is also highly disrespectful. If you wish to do this, kindly remove yourself from the classroom
 - c. Respect others opinions and desire to learn. Treat others as you would like them to treat you.

NOTE: "Lectures are the intellectual property of the Professor. As such, audio and/or video taping of lectures is strictly forbidden without the prior consent of the Professor."