

**University of Guelph
College of Management and Economics
Department of Marketing and Consumer Studies
Fall 2011**

MCS 3030 – Research Methods (section 01 and 02)

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Phone:	Extension 53095	Office Hours:	Monday's 1:30 to 3:30
Location:	MINS 201A		

<p>There are two sections of this course. If you want to switch sections, you must do so formally through the university system. We cannot accommodate students going to sections other than those they are officially registered for.</p>
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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 Course Pack (not the same as W 2011)

5.0 Course Evaluation:

Case Reports (6 x 5% each)	30%
Online Quizzes (5 x 2% each)	10%
Midterm #1	30%
Midterm #2	30%

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 (30%)

This grade consists of in-class written case reports. There will be 6 reports each worth 5%. You will have between 40 and 80 minutes, depending on the case, to write it. The structure and logistics of the reports will be explained to you at the beginning of the course. **Always bring your calculator and your case.**

There are no “makeups” or alternative writing dates for any of the cases. If you miss a case for any reason the weight of the case will be transferred to either midterm #1 (for missed cases 1, 2, and 3) or midterm #2 (for missed cases 4, 5, and 6).

If you miss a case, you do not need to provide documentation.

7.0 Online Quizzes (10%)

This grade consists of five online quizzes each worth 2%. You will answer these on your own time during the specified timeframe. If you do not take the quiz within the allotted time, you will forfeit the grade. There are no “makeups or alternative writing dates. Quizzes will be open book; however, you are to do them on your own.

8.0 Midterm Examinations (60%)

There will be two in-class mid-term examinations. Both are worth 30% each. 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 80 minutes in length. **Make sure you bring your calculator.**

There are no “makeups” or alternative writing dates for either of the midterms. If you miss midterm #1, the weight will be transferred to midterm #2. If you miss midterm #2, the weight will be transferred to case 4, 5, and 6 (each case will increase be worth 10% more). **If you miss a midterm, you must provide documentation** supporting either medical, psychological, or compassionate reasons.

Work arrangements, vacation or personal arrangements, sleeping in or not following the WebCT calendar are not valid reasons.

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.

9.0 Important Notes:

1. **CourseLink:** Course materials and grades will be posted on CourseLink. It is also where you can find course reminders and updates. Refer to it frequently for ALL course information, announcements, and changes. Check CourseLink before contacting me (or the GTA) as many of the emails we get are already answered in the course outline or here.
2. **Course Notes.** 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. 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. **Contacting Me.** I only answer email between 9am and 5pm Monday to Friday. I generally check email twice a day (morning and afternoon) but am not always able to, so please remember that you will not necessarily get a response right away. If you have a question regarding course material, come and see me during office hours.
4. **Contacting the GTA.** The GTA answers email between 9am and 5pm Monday to Friday. Please allow up to 24 hours for a response. If you have a question regarding course material, please visit the GTA during office hours.
5. **Missing materials.** If you miss a class, obtain any missing material or information from fellow students. Use the student discussion on CourseLink if necessary.
6. **Preparation.** Each student is expected to attend the lectures and seminars. Prior to coming to class, you should read all assigned material (on Courselink). Classes begin with the assumption that the material has been read.
7. **Individual Work.** 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/>).
8. **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>

9. **Your Grades.**

- (a) You are responsible for your grades. I do not give grades and I do not negotiate for grades.
- (b) If you wish to have a question re-graded, I re-grade the entire assignment/case/midterm, not just individual questions.
- (c) 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.
- (d) 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.

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."