

University of Guelph
College of Management and Economics
Department of Marketing and Consumer Studies
Winter 2012
MCS 3030 – Research Methods

Professor: Tanya Mark
Email: markt@uoguelph.ca
Location: MINS 202
Office Hours: by appointment

G.T.A: Katharina Goellner
Email: kgoellne@uoguelph.ca
Location: MINS 216

1.0 Course Description:

This course provides students with an understanding of the concepts, principles, and practices for consumer research. Students will be exposed to the various components of the research process. Topics include research problem definition and objectives, research design, measurement, sampling methods, analysis, interpretation of results, 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. Understand and apply a range of research methods to gather the necessary information required to make decisions.
2. Evaluate appropriate methods for research design, sampling, measurement, and analysis.
3. Interpret and communicate research results.

3.0 Class Time:

Our classes will focus on both lecture material and cases. See the course schedule for further details. 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:

There are two textbooks for this course which are available at the University Bookstore:

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

2. Course Pack: MCS*3030, ISBN 125901794X9781259017940 (McGrawHill)

1. In addition, there will be 3 cases available online through Course Reserve (www.lib.uoguelph.ca).

5.0 Course Evaluation:

Midterm Exam	30%
Case Reports (3 reports x 10% each)	30%
Final Exam	40%

The format of the final exam 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.

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 Case Reports

There will be 3 written case reports throughout this course. You will be provided with a case to read and then asked to answer a set of questions. The cases are intended to test your knowledge of the material covered in class. The structure and logistics of the written reports will be explained to you throughout the course. Each case report will be different. Always bring your calculator and your case to class.

7.0 Course Pedagogy and Expectations:

1. **Blackboard is used extensively in this course.** D2L 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.** 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. **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 course webpage). Classes begin with the assumption that the material has been read.
4. **Individual work is expected.** You are encouraged to discuss and debate cases, projects, and materials from the course with other students, both inside and 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/>).
5. **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>
6. **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.
7. **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 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.