



## MCS\*3030 Research Methods

### Department of Marketing and Consumer Studies

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Professor:	Scott Colwell, Ph.D.	Semester:	Winter 2018
E-mail:	scolwell@uoguelph.ca	Phone:	ext: 53095
Office:	MINS 202a	Office Hours:	Thurs. 4pm - 6pm
Lecture:	Th. 07:00pm - 09:50 pm	Lab:	In-Class
Room:	MCLN 102	Room:	

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### 1 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

### 2 Learning Objectives

By the end of this course students will:

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 Class and Lab Time

This class consists of one two hour and 40 minute lecture each week. Lectures will focus on extending (not regurgitating) important subject matter. *You are responsible for reading the course material prior to coming to each lecture.* We will also be using the software SPSS during the class-time. Installation instructions will be provided during the first few weeks of class. Information regarding the content for each lecture can be found on CourseLink.

## 4 Reading and Software

### Required Textbooks:

There is no required textbook for this course this semester, however, we will also be using the following website resource extensively throughout the course.

<http://www.socialresearchmethods.net/kb/index.php>

Lecture notes will also be provided on CourseLink. Tests and examinations will be based on lecture notes, assigned readings, and material discussed in the lectures.

### Required Software:

We will be using SPSS 25 throughout this course. You will need to bring a laptop with SPSS installed to class. You can obtain a free copy of SPSS from the CCS website.

## 5 Course Evaluation

<b>Case Tests</b>	<b>30%</b>
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[15%] February 15, 2018

[15%] March 15, 2018

<b>SPSS Assignments</b>	<b>40%</b>
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[10%] February 8, 2018 by 20:00

[15%] March 8, 2018 by 20:00

[15%] March 29, 2018 by 20:00

<b>Online Quizzes</b>	<b>10%</b>
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[2%] Due January 26, 2018 by 20:00

[2%] Due February 9, 2018 by 20:00

[2%] Due March 2, 2018 by 20:00

[2%] Due March 16, 2018 by 20:00

[2%] Due March 30, 2018 by 20:00

<b>Final Exam</b>	<b>20%</b>
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### 5.1 Case Tests (30%)

This grade consists of 2 in-class written case reports each worth 15%. You will be given 90 minutes per tests to write it. The structure and logistics of the tests 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 test will be added to the final exam. You do not need to provide documentation for a missed tests.

## **5.2 SPSS Assignments (40%)**

This grade consists of 3 SPSS assignments. The assignments and their requirements will be posted on CourseLink. Each assignment will focus on using the SPSS software to analyze data and interpret the results. Assignments are due by 8pm on the date specified and are to be submitted through CourseLink. Late assignments will be penalized by 5/100 marks per day with the first day beginning directly after the due date. Assignments later than 3 days will not be accepted and will receive a grade of 0.

## **5.3 Online Quizzes (10%)**

This grade consists of 5 online quizzes each worth 2%. You will answer these on your own time during the specified time frame. 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. There are no make-ups for lost quiz marks. The quiz will become available in CourseLink at 08:00 on the Monday of the week it is due (see above) and will close at 20:00 on the Friday of that week.

## **5.4 Final Exam (20%)**

This course will have a final examination. The date of the examination is available of WebAdvisor.

# **6 Miscellaneous**

## **6.1 Electronic Recording**

The electronic recording of classes is expressly forbidden without the prior consent of the instructor. This prohibition extends to all components of the course, including, but not limited to, lectures, seminars, and lab instruction, whether conducted by the instructor or a seminar leader or demonstrator, or other designated person. When recordings are permitted they are solely for the use of the authorized student and may not be reproduced, or transmitted to others, without the express written consent of the instructor.

## **6.2 Final Examination Conflict**

Students are responsible for ensuring that they do not have a time conflict with examinations in other courses. You are not permitted to enrol in this course if you have a time conflict with another course.

## **6.3 Communication**

This course uses CourseLink extensively so be sure to check it regularly for updates. I (and the TAs) will be communicating with you via your University of Guelph provided email account. You are required to check this account on a regular basis. Please be advised that I will not edit my mailing list to alternative email addresses. While we endeavour to check our email daily, students

can reasonably expect a response from me or the TAs within 48 hours. Please note that we do not respond to email on the weekends.

## 6.4 University Grading Scheme

This course follows the University grading scheme outlined in the University Calendar. Specific numeric or letter grade will be assigned as follows:

A+	90-100%	<b>Excellent:</b> 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	<b>Good:</b> 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	<b>Acceptable:</b> 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	<b>Minimally acceptable:</b> 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	<b>Fail:</b> An inadequate performance.

## 6.5 Policies and Regulations

All students are expected to abide by the University's academic regulations in the completion of their academic work, as set out in the undergraduate calendar (see <http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/index.shtml>). Some regulations are highlighted below:

### 6.5.1 Academic Misconduct:

The University of Guelph is committed to upholding the highest standards of academic integrity and directs all members of the University community—faculty, staff and students—to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring. The University of Guelph takes a serious view of academic misconduct and it is your responsibility as a student to be aware of and to abide by the University's policy. Included in the definition of academic misconduct are such activities as cheating on examinations, plagiarism, misrepresentation, and submitting the same material in two different courses without written permission.

To better understand your responsibilities, read the Undergraduate Calendar at:

<http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-amisconduct.shtml>. You are also advised to make use of the resources available through the Learning Commons (<http://www.learningcommons.uoguelph.ca/>) and to discuss any questions you may have with your course instructor, teaching assistant, Academic Advisor or Academic Counselor.

Students should be aware that faculty have the right to use software to aid in the detection of plagiarism or copying and to examine students orally on submitted work. For students found guilty of academic misconduct, serious penalties, up to and including suspension or expulsion from the University can be imposed.

### **6.5.2 Academic Consideration:**

Students who find themselves unable to meet course requirements by the deadline or criteria expected because of medical, psychological or compassionate circumstances beyond their control, should review the regulations on Academic Consideration in the Undergraduate Calendar and discuss their situation with the instructor, Program Counsellor or Academic Advisor as appropriate.

### **6.5.3 Religious Holidays:**

Should a student need to miss scheduled tests, mid-term examinations, final examinations, or requirements to attend classes and participate in laboratories for religious reasons, please advise the instructor within two weeks of the distribution of this course outline so that alternate arrangements can be made. For further information see

<http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-accomrelig.shtml>

### **6.6 Accessibility:**

The University of Guelph is committed to creating a barrier-free environment. Providing services for students is a shared responsibility among students, faculty and administrators. This relationship is based on respect of individual rights, the dignity of the individual and the University community's shared commitment to an open and supportive learning environment. Students requiring service or accommodation, whether due to an identified, ongoing disability or a short-term disability should contact the Centre for Students with Disabilities (soon to be re-named Student Accessibility Services) as soon as possible.

For more information, contact CSD at 519-824-4120 ext. 56208 or email [sas@uoguelph.ca](mailto:sas@uoguelph.ca) or refer to the SAS website. The standard statements are available on the AVPA website (undergraduate courses) or from the Office of Graduate Studies (Graduate Courses).