



Marketing and Consumer Studies

MCS*3030 RESEARCH METHODS Fall 2021

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Class Times: Wednesday 7:00 pm - 9:50 pm
Location: Lectures will be an online mix of synchronous & asynchronous

Course Description and Objectives:

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.

By the end of this course, students will 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. Demonstrate the ability to apply facts and knowledge - compute, determine, develop, predict, solve.
4. Evaluate and select appropriate methods for research design, data collection, sampling, and analysis.

Course Materials and Resources:

This course uses a variety of materials and resources. The primary resources will be the course website (<http://courselink.uoguelph.ca>). All announcements, required and recommended readings, assignments and updates will be posted here. Check this site often.

Required Reading

Trochim, Donnelly, and Arora (2014), *Research Methods: The Essential Knowledge Base*. Cengage Learning

A previous version of this book in electronic copy is available at the library. Please note this is one version different from the official text. It is advised to use the current version listed here.

On-Line Communication:

I, and the teaching assistant(s), will be communicating with you from time to time via your central 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 your hotmail/yahoo etc. account.

Please note that email will be answered from 9am to 5pm Monday to Friday. 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.

Method and Timing of Evaluation:

Your performance will be evaluated based on the following. A detailed course schedule can be found on CourseLink.

Assignment / Examination	Date	Marks Allocated
Ten (10) Online Quizzes	Weekly	10% (1% each)
Five (5) Short Assignments	see CourseLink	30%
Three (3) Test	see CourseLink	60%

Online Quizzes (10%)

This grade consists of 12 online timed quizzes of which the lowest two graded quizzes will be dropped. The final quiz grade will consist of the highest 10 online quizzes each worth 1%. The quiz will not require Lockdown Browser. If you have problems with CourseLink, please contact CourseLink support directly at courselink@uoguelph.ca, 211 Day Hall, (519) 824-4120 x56939.

You will answer these on your own time (anytime during the specified week) and will have 90 minutes to complete each quiz (length of one class). Each quiz will become available in CourseLink at 08:00 on the Monday of the week it is due (see CourseLink) and will close at 20:00 on the Friday of that week. Quiz answers will be made available within 24 hours after the quiz closes.

A note on missed quizzes: If you do not take the quiz within the allotted week, 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.

Assignments (30%)

This grade consists of five (5) short assignments. The assignment requirements will be posted on CourseLink. Assignments are due by 20:00 on the date specified and are to be submitted through CourseLink. A penalty of 1 mark (out of 5) will be assessed for each day the assignment is late, with the first day counting as 1 mark.

Each assignment will be graded out of 5 as follows:

5 = clearly answered and written - no errors

4 = correct answers but some minor errors

3 = one major error and some minor errors

2 = more than one major error but has a basic idea

1 = significant problems with the answer and has low level of basic understanding

0 = assignment does not address any of the questions and shows lack of understanding of basic concepts

Tests (60%)

This grade consists of three timed tests (Oct 6th, Oct 27th, and Nov 17th) that will be taken online during class time from 7:30 pm to 9:20 pm. The material to be covered on the test will be provided on CourseLink.

Note on missed tests: If you miss Test 1 or 2 for any reason, a make-up test will be available on November 10th from 7:30 - 9:20 for test 1 and on November 24th from 7:30pm to 9:20pm for test 2.

Miscellaneous:

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.

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%	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.

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>).

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.

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.

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>

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 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).

Code of Conduct - Top Ten

As a student in the Department of Marketing and Consumer Studies, College of Management and Economics at the University of Guelph, you are a member of a scholarly community committed

to improving the effectiveness of people and organizations, and the societies in which they reside, through ground-breaking and engaging scholarship and pedagogy. We seek to promote a comprehensive, critical and strategic understanding of organizations, including the complex inter-relationship between leadership, systems (financial and human) and the broader social and political context. And, we prepare graduates for leadership roles in which organizational objectives, self-awareness, social responsibility and sustainability are primary considerations.

In keeping with this commitment, we expect all of our students (indeed – all members of our community) to act in a professional and respectful manner to fellow students, staff and faculty, as well as to members of the broader university and local community. This expectation is very much in keeping with your preparation for a professional career.

The following conduct is expected of all of our students:

1. Come to class prepared to learn and actively participate (having completed assigned readings, learning activities etc.).
2. Approach your academic work with integrity (avoid all forms of academic misconduct).
3. Arrive on time and stay for the entire class. If you happen to be late, enter the classroom as quietly as possible. At the end of class, apologize to the faculty member for the interruption. If you have to leave class early, alert the faculty member in advance.
4. If you know in advance that you are going to miss a class, send an email to the faculty member letting him/her know that you will be absent, with a brief explanation.
5. While in class, refrain from using any written material (e.g., newspaper) or technology (e.g., the Internet, computer games, cell phone) that is not relevant to the learning activities of that class. Turn off your cell phone at the start of each class.
6. Listen attentively and respectfully to the points of view of your peers and the faculty member. Don't talk while others have the floor.
7. Raise your hand when you wish to contribute and wait to be called upon. Challenge others appropriately, drawing on reason and research rather than unsubstantiated opinion, anecdote and/or emotion. Keep an open mind and be prepared to have your point of view challenged.
8. When sending emails to faculty, apply principles of business writing; use a professional and respectful style (use a formal salutation, check for spelling and grammatical errors, and avoid slang and colloquial short forms).
9. When making a presentation, wear business dress.
10. Provide thoughtful feedback at the completion of all courses (we are committed to continuous improvement but need your input to help us decide what to focus on).