



**COLLEGE of BUSINESS
AND ECONOMICS**

DEPARTMENT OF MARKETING
AND CONSUMER STUDIES

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Office Hours: Thursdays 2:40 p.m. to 3:40 p.m. or by appointment

Class Time: Tuesdays and Thursdays 4:00 p.m. to 5:20 p.m.

Class Location: MACN 105

Graduate Teaching Assistant(s): TBA

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.

LEARNING OUTCOMES

At the end of the course, students will be able to:

- Discuss and apply a range of research methods for gathering the necessary information required to make decisions
- Explain the research process used to gather information within various research methods
- Demonstrate the ability to apply facts and knowledge - compute, determine, develop, predict, solve
- Evaluate and select appropriate methods for research design, data collection, sampling, and analysis

PREREQUISITES

Students should have completed one of these courses: ECON*2740, PSYC*1010, STAT*2060.

CLASS ATTENDANCE

Regular class attendance is expected as lectures will supplement material in the course text. Students are responsible for both textbook and lecture materials. Lectures are designed to

augment and clarify the assigned course textbook and will not always review all the materials. Your attendance will facilitate an understanding of the materials. Please be on time for class and refrain from texting or surfing the internet during class. Extra credits may be offered for some active learning activities.

COURSE MATERIALS AND RESOURCES

This course uses a variety of materials and resources. One of your primary resources will be the course website (<http://courselink.uoguelph.ca>). All announcements, required and recommended readings, assignments, and updates will be posted here. You will also be able to access any handouts you may have missed through this site. Check this site often.

Required Reading

The course textbook for this semester is:

Trochim, W. M., Donnelly, J. P., & Arora, K. (2016). *Research methods: The essential knowledge base*. Boston, MA: Cengage Learning.

The textbook can be purchased at the Bookstore or online. Also, there is a free version of an older version of this textbook at: <http://www.socialresearchmethods.net/kb/index.php>

Please note: I cannot guarantee that the online resource above provides the material in the assigned textbook, so you may use this online resource with caution and at your own risk.

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

Required Software

There is no required software for this semester.

COURSE REQUIREMENTS

Method and Timing of Evaluation

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

Components	Date	Marks Allocated
Five (5) Online Quizzes	Week 4, 6, 8, 10, 12	10% (2% each)
Survey Assignment	Week 10	25%
Midterm Examination	October 22	30%
Final Examination	December 12 (Room: TBA)	35%
Total		100%

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 enroll in this course if you have a time conflict with another course.

Online Quizzes (10%)

This grade consists of 5 online quizzes each worth 2%. You will do these quizzes at your convenience 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 makeups for lost quiz marks. The quiz will become available in CourseLink at 8:00 a.m. on the Monday of the week it is due (see CourseLink) and will close at 8:00 p.m. on the Friday of that week. Quiz answers will be made available within 24 hours after the quiz closes.

Survey Assignment (25%)

The assignment requirements will be posted on CourseLink. This assignment is due by 8:00 p.m. on Friday of Week 10. Late assignments will be penalized by 5/100 or 5% 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.

Midterm Examination (30%)

The midterm examination will cover all materials and discussions up to the date of the midterm. Please be sure to bring a calculator to the examination. There are no alternative writing dates for the midterm. If you miss the midterm, academic consideration will only be granted for reasons outlined in the University Academic Calendar. Documentation will be required as per the University Academic Calendar. The date for those who missed the midterm for documented reasons will be October 31, 2019 at 2:40 p.m.

ACKNOWLEDGMENT

I give credit to Dr. Scott Colwell for the design of this course. Also, I am grateful for access to his course materials.

GRADING POLICY

If you disagree with a grade you have received, you may request to have your assignment reconsidered. However, you must provide clear justification for the area(s) you feel could have been graded differently using evidence from the rubric and from your assignment in the form of a **one-page document** using examples from your assignment. If you wish to submit a re-grade request, **please wait 24 hours** before doing so. You may submit re-grade requests up to **one week** after your grade was posted. Please submit re-grade requests to the TA who graded your assignment. The instructor will intervene only in extenuating circumstances; the TAs are well-equipped to grade your assignments and respond to re-grade requests.

POLICIES REGARDING COMMUNICATION

Courselink (<http://courselink.uoguelph.ca>) will serve as the primary means of communication outside of class. You are expected to check Courselink regularly. In addition, students are required to regularly check their @mail.uoguelph.ca e-mail as this is the official route of communication between the University of Guelph and its students.

Additionally, the following communication protocol should be utilized for this class:

1. Review the course outline and assignment instructions. If the answer(s) is there, the instructor or TAs will refer you to these.
2. Read the announcements posted in the News section of the CourseLink website. This is where the instructor will post updates and clarifications.
3. If you are still unclear, post your questions in the appropriate area of the Question Forum on Courselink. Questions regarding assignments must be posted online and will not be answered over email.
4. For special accommodations or to schedule an appointment, email the instructor at dgreen05@uoguelph.ca. Make sure to use your @mail.uoguelph.ca account and to include MCS*3030 in the subject line of your email.*

*Please note that email as well as questions on CourseLink will be answered from 9 a.m. to 5 p.m. Monday to Friday. While we endeavour to check messages daily, students can reasonably expect a response from the instructor or the TAs within 48-72 hours. Please note that we do not respond on the weekends.

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.

EXCERPT FROM UNDERGRADUATE CALENDAR

When You Cannot Meet a Course Requirement

When you find yourself unable to meet an in-course requirement because of illness or compassionate reasons, please advise the course instructor (or designated person, such as a teaching assistant) in writing, with your name, id#, and e-mail contact. See the undergraduate calendar for information on regulations and procedures for Academic Consideration.

Drop Date

The last date to drop one-semester courses, without academic penalty, is Friday, Nov. 29, 2019. For regulations and procedures for Dropping Courses, see the relevant section in the Undergraduate Calendar.

Copies of Out-of-class Assignments

Keep paper and/or other reliable back-up copies of all out-of-class assignments: you may be asked to resubmit work at any time.

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 as soon as possible.

For more information, contact SAS (formerly CSD) at 519-824-4120 ext. 56208 or email sas@uoguelph.ca or see the website: <http://www.uoguelph.ca/csd/>

Academic Misconduct

The University of Guelph is committed to upholding the highest standards of academic integrity and it is the responsibility of 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. University of Guelph students have the responsibility of abiding by the University's policy on academic misconduct regardless of their location of study; faculty, staff and students have the responsibility of supporting an environment

that discourages misconduct. Students need to remain aware that instructors have access to and the right to use electronic and other means of detection.

Please note: Whether or not a student intended to commit academic misconduct is not relevant for a finding of guilt. Hurried or careless submission of assignments does not excuse students from responsibility for verifying the academic integrity of their work before submitting it. Students who are in any doubt as to whether an action on their part could be construed as an academic offence should consult with a faculty member or faculty advisor.

The Academic Misconduct Policy is detailed in the [Undergraduate Calendar](#).

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).

Recording of Materials

Presentations which are made in relation to course work—including lectures—cannot be recorded or copied without the permission of the presenter, whether the instructor, a classmate or guest lecturer. Material recorded with permission is restricted to use for that course unless further permission is granted.

Resources

The Academic Calendars are the source of information about the University of Guelph's procedures, policies and regulations which apply to undergraduate, graduate and diploma programs: <https://www.uoguelph.ca/registrar/calendars/>