



## Marketing and Consumer Studies

### MCS\*3030 SECTION 01 & 02 RESEARCH METHODS Winter 2019

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Class Times and Location: Section 01: THRN 1307 | MW 01:00pm - 02:20 pm  
Section 02: MCKN 029 | WF 04:00pm - 05:20 pm

**IMPORTANT:** Section 01 and 02 are full. **DO NOT** attend a section other than the one you are registered for or you may not receive your grades. If you wish to transfer to a different section, you must do so officially through the University.

### 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. 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 textbook for the course for this semester is:

Research Methods: The Essential Knowledge Base  
By William Trochim, Donnelly, Kanika Arora

There is a free version of an older version of this textbook at:

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

Please note: I can not guarantee that the online resource above provides the material in the assigned textbook, so 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 material discussed in the lectures.

### **Required Software**

There is no required software for this semester.

## **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 48-72 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
Five (5) Online Quizzes	Week 4, 6, 8, 10, 12	10% (2% each)
Survey Assignment	Week 10	25%
Midterm Examination	February 27	30%
Final Examination	Refer to WebAdvisor	35%

**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 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 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.

### Survey Assignment (25%)

The assignment requirements will be posted on CourseLink. This assignment is due by 20:00 on Friday of Week 10. 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.

### 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 March 4, 2019 at 10:00 am.

### Final Exam (25%)

This course will have a final examination. Please check WebAdvisor for the date, time and location of the examination. The final examination will be comprehensive.

### 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%	<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.

## **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](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).

## **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).