

General Course Information

Instructor: *David S. Green, PhD*
Email *dgreen05@uoguelph.ca*
Office Location *MINS 206A*
Office Hours *Tuesdays 5:40 p.m. to 6:40 p.m. or by appointment*
Department/School *Marketing and Consumer Studies*

Class Schedule: Tuesdays 7 – 9:50 p.m. (ALEX, Room 100)

Pre-requisites: Completed either ECON*2740, PSYC*1010, or STAT*2060

Restrictions: Registration in BCOMM.MKMN, BCOMM. MKMN: C, BCOMM. REH, BCOMM. REH: C, or the BCOMM. MKMN, BCOMM. MKTG minor. This is a Priority Access Course. Some restrictions may apply during some time periods.

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.

Course Learning Outcomes

Upon successfully completing this course, you will be able to:

1. Discuss and apply a range of research methods for gathering the necessary information required to make decisions
2. Explain 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

5. Explain the importance of personal integrity throughout the research process

Knowledge and Understanding:

- Describe the evolution of ethics in research and current expectations of ethical conduct throughout the research process
- Distinguish between the four levels of measurement (nominal, ordinal, interval, and ratio) and explain the importance of measurement for statistical analyses
- Explain the general linear model and assumptions related to specific statistical procedures or tests (e.g., t-test, regression, correlation, ANOVA)
- Discuss the types of studies (e.g., descriptive, relational, causal), use of time in studies (e.g., cross-sectional, longitudinal), and research design (e.g., non-experimental, quasi-experimental, and experimental).
- Explain key research terminology (e.g., variables, relationships, theoretical, probabilistic, causal, empirical, hypothesis, data, response scale, reliability, validity, construct, sampling, and error)

Discipline/Professional and Transferable Skills:

- Design research studies to answer specific research questions or hypotheses and make recommendation(s) to solve complex organizational issues or challenges.
- Appraise scientific evidence and use a variety of sources to make informed decisions and recommendations to address complex organizational issues
- Use the research process to develop proposals relevant to issues in marketing and consumer studies

Attitudes and Values

- Describe the influence of ethical and scientific considerations on research findings and conclusion
- Determine the most appropriate research design based on research questions, constraints, and phenomena

Summary of Course Content and Materials

- Ways of Acquiring Knowledge
- Ethics in Research
- Sampling
- Measurement
- Reliability and Validity
- Qualitative Research

- Survey Research
- Experimental Design
- Data Analysis
- Inferential Analysis

Course Assessment

			Associated Learning Outcomes	Due Date/ location
Assessment 1:	10%	Five Online Bi-weekly quizzes (5 X 2%)	LO 1 - 5	<i>Weeks 4, 6, 8, 10 and 12</i>
Assessment 2:	25%	Survey assignment	LO 1 - 4	<i>Mar. 13, 2020</i>
Assessment 3:	30%	Midterm examination	LO 1, 3, 5	<i>Feb. 25, 2020</i>
Assessment 4:	35%	Final exam Examination	LO 1, 3, 4	<i>April 7, 2020</i>
Total	100%			

Teaching and Learning Practices

- Lectures**
- Discussion
 - Games (e.g., jeopardy, Kahoot)
 - Question and Answer
 - Socratic quizzes
 - Cases studies
 - Utilization of software

Course Resources

Required Text: 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, the textbook is available electronically through e-reserve in the Library.

Recommended Text: **TBA**

Other Resources: 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.

Course Policies

Grading Policies

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.

Students who find themselves unable to meet course requirements by the deadlines or the criteria expected because of medical or personal reasons, should review the regulations on academic consideration in the Academic Calendar and discuss their situation with the instructor, program counselor or other academic counselor as appropriate.

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

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.

Missed Assessment:

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. 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. 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. 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 3, 2019 at 5:20 p.m.

Please read your Undergraduate Calendar for the regulations regarding illness and compassionate grounds. Please note, vacation travel, moving house, or outside work commitments will not be accepted as valid reasons for missing deadlines.

If you have religious observances which conflict with the course schedule or if you are registered with Student Accessibility Services, please contact the course instructor in order to make arrangements for your assessment if appropriate.

University Policies

Academic Consideration

When you find yourself unable to meet an in-course requirement because of illness or compassionate reasons, please advise the course instructor in writing, with your name, id#, and e-mail contact. See the academic calendar for information on regulations and procedures for Academic Consideration:

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

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:

<https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-amisconduct.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 Student Accessibility Services as soon as possible.

For more information, contact SAS at 519-824-4120 ext. 56208 or email sas@uoguelph.ca or see the website: <https://wellness.uoguelph.ca/accessibility/>

Course Evaluation Information

Please refer to the [Course and Instructor Evaluation Website](#)


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.

Drop date

The last date to drop one-semester courses, without academic penalty, is Friday, April 3, 2020. For regulations and procedures for Dropping Courses, see the Academic Calendar:

<https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-drop.shtml>

Date Submitted to Chair:	
Chair Signature (Approval):	
Date Approved by Chair:	11 th December, 2019