

	School of Business & Leadership
	MKTG 300
	Marketing Research
	Term: Winter 2023 Number of Credits: 3
Course Outline	

INSTRUCTOR: Dr. Patrick Rouble

E-MAIL: prouble@yukonu.ca
 email.

Dr. Rouble does not maintain an office on campus. Contact via

CLASSROOM: A2402 **TIME:** 6:00-9:00 PM: Wednesday evenings

COURSE DESCRIPTION

Upon completion of this course students will be able to utilize a wide variety of research tools in order to make informed marketing and business decisions. In order to better understand customers, markets, and the environment in which they operate, and drawing from behavioral and developmental psychology, sociology, economics, and applied mathematics, students will learn to gather information from existing sources, critically evaluate research, and conduct primary research. And, that during the course, students will be introduced to a variety of research methodologies and methods.

COURSE REQUIREMENTS

Prerequisite(s):
 MKTG 231 Marketing Management
 MATH 210 Applied Statistics
 COMM 200 Intercultural Communication for Business
 Or permission of the School of Business & Leadership

EQUIVALENCY OR TRANSFERABILITY

Receiving institutions determine course transferability. Find further information at:
<https://www.yukonu.ca/admissions/transfer-credit>

LEARNING OUTCOMES

Upon successful completion of the course, students will be able to:

- Identify and consider significant Yukon characteristics (including political, economic, social, technological and demographic characteristics) that impact the community and economy.
- Identify management dilemmas and develop specific research questions that, when investigated, will help to inform decision making.
- Describe the attributes of various information sources (including primary, secondary and tertiary resources) and various research methodologies and methods. Including
 - qualitative and quantitative methodologies
 - interview, survey, experimental and data analysis (quantitative modelling) methods
 - Access, analyse and apply scholarly research

- Design, evaluate and use research tools (including interviews, surveys, experiments and data analysis(quantitative modelling)) designed to inform marketing decision making.
- Create and present a marketing research plan

Delivery format

This course will be delivered in person Wednesday evenings 6:00-9:00. Class time will consist of instructor led presentations, student led presentations, learning activities (including debates, experiential activities (such as conducting interviews), and peer reviews), guest speakers, and field trips.

EVALUATION

Researcher/Manager Interview	10 %
Journal Article Review	10 %
Presentation of Research Method	20 %
Creation of Research Tools	20 %
Research Proposal	30%
Leadership and Engagement	10%
Total	100%

a. Researcher/Manager Interview

Students will individually interview a Yukon based researcher or manager and identify how their organization gathers and uses market research. Students will present their interview findings to the class orally.

b. Journal Article Review.

Students will individually identify and review a peer reviewed journal article related to marketing, research or an industry of their choice and present a creative poster of their findings.

c. Presentation of a Research Method

In small groups, students will lead the class in a lesson and learning activity related to the interviews, surveys, experiments, and data analysis.

D, Creation of Research Tools

In small groups, students will design, produce and test various research tools.

E, Leadership and Engagement. Students are expected to attend all classes and participate in a professional manner.

F, Final Exam Project Research Proposal. Students will individually submit a research proposal designed to inform a Yukon based management dilemma. This may be based on the issues identified in the Research/Manager Interview or other topic. It will include a summary of the management dilemma, development of a specific research question, a brief industry review, brief literature review and the creation of a situation specific, primary data collection tool (including interview questions, surveys, experiment design, data (quantitative modelling) analysis or other related materials), and a rationale for their use. A list of resources required (budget) and timeline is also required. Students will present a draft proposal to the class, provide constructive peer feedback and submit a final proposal.

COURSE WITHDRAWAL INFORMATION

Refer to the YukonU website for important dates.

TEXTBOOKS & LEARNING MATERIALS

Marketing Research Essentials (Canadian Edition) Wiley

ACADEMIC INTEGRITY

Students are expected to contribute toward a positive and supportive environment and are required to conduct themselves in a responsible manner. Academic misconduct includes all forms of academic dishonesty such as cheating, plagiarism, fabrication, fraud, deceit, using the work of others without their permission, aiding other students in committing academic offences, misrepresenting academic assignments prepared by others as one's own, or any other forms of academic dishonesty including falsification of any information on any Yukon University document.

Please refer to Academic Regulations & Procedures for further details about academic standing and student rights and responsibilities.

ACCESSIBILITY AND ACADEMIC ACCOMMODATION

Yukon University is committed to providing a positive, supportive, and barrier-free academic environment for all its students. Students experiencing barriers to full participation due to a visible or hidden disability (including hearing, vision, mobility, learning disability, mental health, chronic or temporary medical condition), should contact [Accessibility Services](#) for resources or to arrange academic accommodations: access@yukonu.ca.

TOPIC OUTLINE

Week	Theme	
1	Introduction to Marketing Research Theories and ways of Knowing Research Literacy	
2	Sources of Information Learning Commons and Journals	CHAPTER 1 The Role of Marketing Research in Management Decision-Making 2
3	Research Process, Ethics and Yukon Context	Appendix 1B Marketing Research Ethics 25
4	Defining the Research Question	CHAPTER 2 Problem Definition, Exploratory Research, and the Research Process 30

5	Secondary Sources	CHAPTER 3 Secondary Data Collection and Management 58
6	Research Methodologies	CHAPTER 4 Qualitative Research 82
7	Data Collection Methods- Interviews	CHAPTER 7 Questionnaire Design 192
8	Data Collection Methods-Surveys	CHAPTER 8 Primary Data Collection: Surveys 236
9	Data Collection Methods Experimentation	CHAPTER 10 Primary Data Collection: Experimentation and Test Marketing 294
10	Data Collection Methods-own source data analysis (quantitative modelling) (Customer Relationship Management software)	CHAPTER 13 Data Processing, Fundamental Data Analysis, and the Statistical Testing of Hypotheses 388
11	Managing Marketing Research	CHAPTER 15 Communicating the Research Results and Managing Marketing Research 488
12	Research Proposal Presentations	
13	Research Proposal Presentations	