



Dani Rubadeau

Professors

| Name | Phone number | Office | Email |
|---------------------------------------|--------------|--------|-------|
| Rishi Bhardwaj (Course 19 151) 151 | | | |

Late assignments will be penalized with a 20% deduction every 24 hours from the due date and time. After 5 days, the assignment is worth 0 points and will not be graded.

Assignments: Students will be assigned (unless otherwise stated) to small research teams to undertake the three assignments. Understand that team work requires equal participation. Those team members who do not participate to the satisfaction of the professor, may have their names removed from the assignment and be "fired" from the research project – in other words, assigned a pro-rated or 0 grade for that assignment.

Participation and class attendance is required to successfully complete the in-class and pre-class activities and term work. Pre-class quizzes, presentations, and/or other participation requirements make up the rest of your Class Participation grade (10%). Please note that there will be no "make-ups" for these assessments.

Required Texts/Resources

Babin, B.J.,

Course Schedule

| Date | | Topic | Textbook |
|-----------------|-------|--|--------------------------|
| 2024 Week of | | Monday January 8th, First day of class Monday February 19 th , Statutory Holiday (no classes) February 20 th thru 23 rd , Reading Week Friday March 29 th and Monday April 1 st , Statutory Holiday (no classes) | |
| Jan | 8 | Course Overview The Role of Marketing Research | Ch 1 |
| | 15 | Harnessing Big Data into Better Decisions | Ch 2 |
| | 22 | AS01: Writing a Research Proposal Marketing Research Process | Ch 3 |
| | 29 | Organization and Ethical Issues | Ch 4 |
| Feb | 5 | Secondary Data Research in a Digital Age | Ch 6 |
| | 12 | Mid-Term 1 (Ch. 1-4,6) | AS01 Due |
| | 19 | Qualitative Research Tools | Ch 5 |
| | 26 | AS02: Focus Group or Observation Communicating Research Results | Ch 16 |
| Mar | 3 | Observation | Ch 8 |
| | 10 | Survey Research AS03: Questionnaire | Ch7 |
| | 17 | Mid-Term 2 (Ch.5, 7, 8, 16) | AS02 Due |
| | 24 | Measurement & Attitude Scaling Questionnaire Design | Ch 10 Ch 11 |
| | 31 | Sampling Designs and Sampling Procedures Conducting Marketing Experiments | Ch 12 Ch 9 |
| Apr | 7 | Basic Statistics for Survey Research (pages 392-398) Review Session and/or Presentations | Ch 14 AS03 Due |
| Apr | 16-25 | Final Exam Period | |

