



COURSE OUTLINE		
TERM: Spring 2025	COURSE NO: BMKT 360	
INSTRUCTOR:	COURSE TITLE: Marketing Research	
OFFICE: LOCAL: E-MAIL: @capilanou.ca	SECTION NO(S):	CREDITS: 3.0
OFFICE HOURS:		
COURSE WEBSITE:		

Capilano University acknowledges with respect the Liíwat7úl (Lil'wat), x^wməθk^wəyám (Musqueam), shíshálh (Sechelt), Sk̓wxwú7mesh (Squamish), and Səlílwətaʔ/Selilwitulh (Tsleil-Waututh) people on whose territories our campuses are located.

COURSE FORMAT

Three hours of class time, plus an additional hour delivered through on-line or other activities for a 15-week semester, which includes two weeks for final exams. This course may also be offered in mixed mode or online.

COURSE PREREQUISITES

[BMKT 203 or BMKT 161] and BADM 210; OR 6 NABU credits and CMNS 305

CALENDAR DESCRIPTION

An introductory course indicating how to make the most out of marketing research. Through the practical applications of a research project, students will learn the elements of research design, basic methods of collecting data, analysis and reporting. Applications of Canadian and American research will be studied.

REQUIRED TEXTS AND/OR RESOURCES

Zikmund W, Babin B. (2016). Essentials of Marketing Research (6th Edition). Mason: South Western (or similar).

COURSE STUDENT LEARNING OUTCOMES

On successful completion of this course, students will be able to do the following:

1. Apply marketing research principles to a "real world" marketing problem by utilizing marketing research methodology, collecting data, and analysing and presenting information

2. Apply project management principles to a typical marketing research project and to create client-focused deliverables such as a marketing research proposal, a research design, an oral presentation, and a research report
3. Select the most acceptable procedures, methods or techniques currently available in the marketing research field with emphasis on data collection, sampling and data analysis for specific business scenarios
4. Describe and utilize exploratory, descriptive and causal research and analysis
5. Apply various marketing research techniques such as secondary research, observation, survey, experiment, focus groups, in-depth interviews and case studies
6. Design, develop and implement a survey questionnaire
7. Determine an appropriate sampling design and sample size when conducting probability based research
8. Use a collaborative approach to marketing research problem-solving in classroom activity

COURSE CONTENT

Week	Topic
1	Introduction to Marketing Research
2	The Marketing Research Process
3	Survey Research Measurement & Attitude Scaling
4	Questionnaire Design
5	Sampling techniques
6	Describing Samples and Populations
7	Basic Data Analyses
8	Qualitative Research
9	Secondary Research
10	Observation
11	Experimental research
12	Testing for Differences Between Groups and for Predictive Relationships
13	Communicating Research Results / Group presentations
14-15	Final Exam Period – No Final Exam

EVALUATION PROFILE

Assessment	% of Final Grade
Research Assignment(s)	25%
Exams and Quizzes *	40%
Term Project	30%
Participation	5%
Total	100%

* No one assessment will be valued at more than 35%.

The participation mark will be based on overall student's class activity during the semester, such as the quality and quantity of student's submissions of home assignments, in-class discussions and / or posts in the online forums. More information about the grading of the participation will be provided at the beginning of the semester.

GRADING PROFILE

A+ = 90-100	B+ = 77-79	C+ = 67-69	D = 50-59
A = 85-89	B = 73-76	C = 63-66	F = 0-49
A- = 80-84	B- = 70-72	C- = 60-62	

Incomplete Grades

Grades of Incomplete "I" are assigned only in exceptional circumstances when a student requests extra time to complete their coursework. Such agreements are made only at the request of the student, who is responsible to determine from the instructor the outstanding requirements of the course.

Late Assignments

Assignments are due at the beginning of the class on the due date listed. If you anticipate handing in an assignment late, please consult with your instructor beforehand.

Missed Exams/Quizzes/Labs etc.

Make-up exams, quizzes and/or tests are given at the discretion of the instructor. They are generally given only in medical emergencies or severe personal crises. Some missed labs or other activities may not be able to be accommodated. Please consult with your instructor.

Attendance

Students are expected to attend all classes and associated activities.

English Usage

Students are expected to proofread all written work for any grammatical, spelling and stylistic errors. Instructors may deduct marks for incorrect grammar and spelling in written assignments.

Electronic Devices

Students may use electronic devices during class for note-taking only.

On-line Communication

Outside of the classroom, instructors will (if necessary) communicate with students using either their official Capilano University email or eLearn; please check both regularly. Official communication between Capilano University and students is delivered to students' Capilano University email addresses only.

UNIVERSITY OPERATIONAL DETAILS Tools for Success

Many services are available to support student success for Capilano University students. A central navigation point for all services can be found at: <http://www.capilanou.ca/services/>

Capilano University Security: download the [CapU Mobile Safety App](#)

Policy Statement (S2009-06)

Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Academic Integrity, Academic Probation and other educational issues. These and other policies are available on the University website.

Academic Integrity (S2017-05)

Any instance of academic dishonesty or breach of the standards of academic integrity is serious and students will be held accountable for their actions, whether acting alone or in a group. See policy and procedures S2017-05 Academic Integrity for more information:

<https://www.capilanou.ca/aboutcapu/governance/policies/>

Violations of academic integrity, including dishonesty in assignments, examinations, or other academic performances, are prohibited and will be handled in accordance with the Student Academic Integrity Procedures.

Academic dishonesty is any act that breaches one or more of the principles of academic integrity. Acts of academic dishonesty may include but are not limited to the following types:

Cheating: Using or providing unauthorized aids, assistance or materials while preparing or completing assessments, or when completing practical work (in clinical, practicum, or lab settings), including but not limited to the following:

- Copying or attempting to copy the work of another during an assessment;
- Communicating work to another student during an examination;
- Using unauthorized aids, notes, or electronic devices or means during an examination;
- Unauthorized possession of an assessment or answer key; and/or,
- Submitting of a substantially similar assessment by two or more students, except in the case where such submission is specifically authorized by the instructor.

Fraud: Creation or use of falsified documents.

Misuse or misrepresentation of sources: Presenting source material in such a way as to distort its original purpose or implication(s); misattributing words, ideas, etc. to someone other than the original source; misrepresenting or manipulating research findings or data; and/or suppressing aspects of findings or data in order to present conclusions in a light other than the research, taken as a whole, would support.

Plagiarism: Presenting or submitting, as one's own work, the research, words, ideas, artistic imagery, arguments, calculations, illustrations, or diagrams of another person or persons without explicit or accurate citation or credit.

Self-Plagiarism: Submitting one's own work for credit in more than one course without the permission of the instructors, or re-submitting work, in whole or in part, for which credit has already been granted without permission of the instructors.

Prohibited Conduct: The following are examples of other conduct specifically prohibited:

- Taking unauthorized possession of the work of another student (for example, intercepting and removing such work from a photocopier or printer, or collecting the graded work of another student from a stack of papers);
- Falsifying one's own and/or other students' attendance in a course;
- Impersonating or allowing the impersonation of an individual;
- Modifying a graded assessment then submitting it for re-grading; or,
- Assisting or attempting to assist another person to commit any breach of academic integrity.

Sexual Violence and Misconduct

All Members of the University Community have the right to work, teach and study in an environment that is free from all forms of sexual violence and misconduct. Policy B401 defines sexual assault as follows:

Sexual assault is any form of sexual contact that occurs without ongoing and freely given consent, including the threat of sexual contact without consent. Sexual assault can be committed by a stranger, someone known to the survivor or an intimate partner.

Safety and security at the University are a priority and any form of sexual violence and misconduct will not be tolerated or condoned. The University expects all Students and Members of the University Community to abide by all laws and University policies, including B.401 Sexual Violence and Misconduct Policy and B.401.1 Sexual Violence and Misconduct Procedure (found on Policy page <https://www.capilanou.ca/about-capu/governance/policies/>)

Emergencies: Students are expected to familiarise themselves with the emergency policies where appropriate and the emergency procedures posted on the wall of the classroom.