

# Business Administration

Course Number: **BUAD 210**

Course Title: **INTRODUCTION TO MARKETING RESEARCH**

Credits: **3**

Calendar Description: This course introduces research theory and methodology as they relate to effective decision-making in business. Emphasis is on



**Evaluation Procedure**

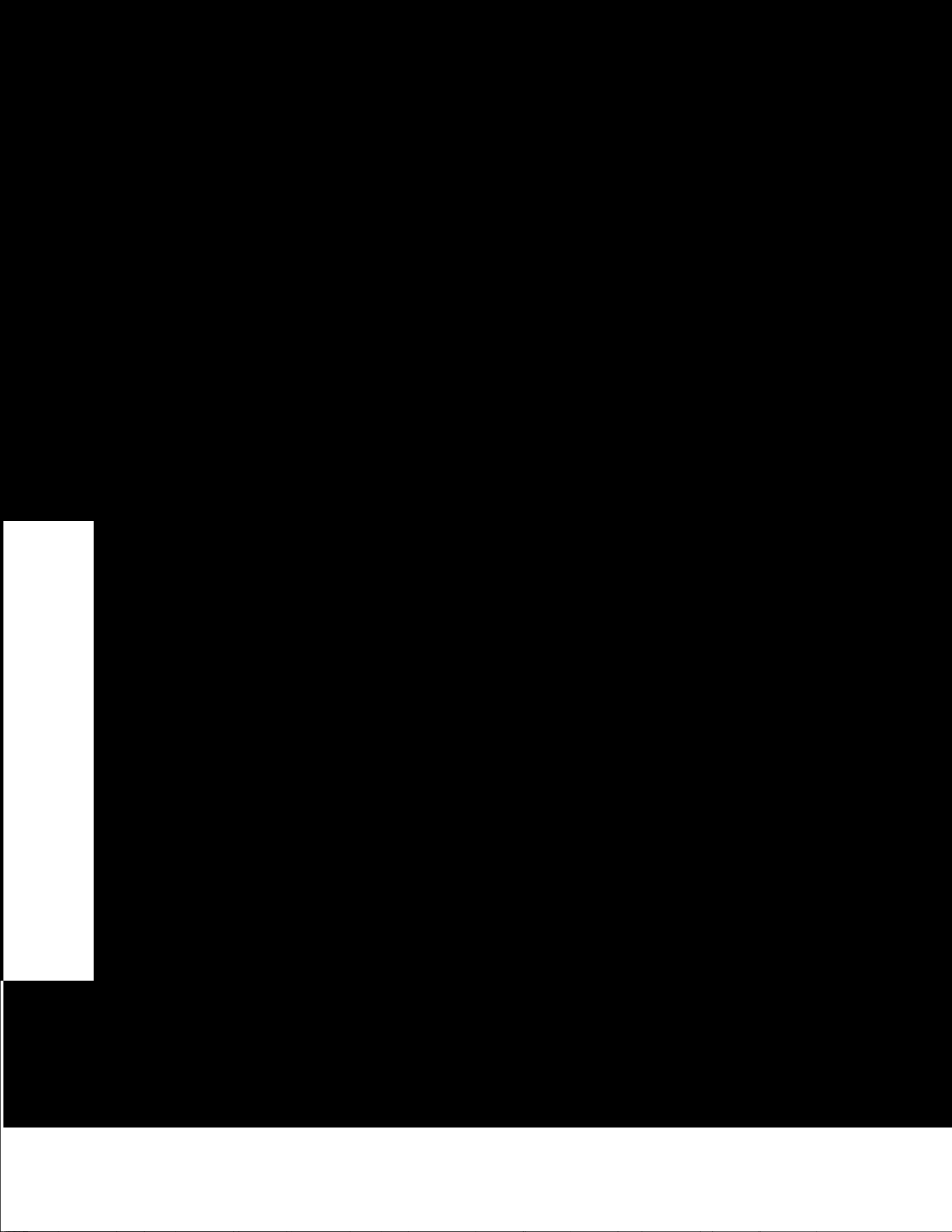
Assignments (3 Assignments)	35%
In-Class Activities and Term Work	15%
Mid-term Exam	20%
Final Exam (Cumulative)	30%
Total	100%

**Notes**

<p><b>Exams:</b> Students must achieve an overall average passing mark of 50% (25/50) on exams to pass the course.</p>
<p>Students are expected to read the chapters and complete the assigned materials and exercises, prior to coming to class.</p>
<p>Professors may progress more quickly or slowly through the assigned chapters depending on complexity, discussion, current issues, and use of guest speakers.</p>
<p><b>Assignments</b> will be graded as follows:</p> <ul style="list-style-type: none"> <li>- AS01 – Research proposal – 10%</li> <li>- AS02 – Focus group – 15%</li> <li>- AS03 – Questionnaire – 10%</li> </ul> <p>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.</p>

**Assignments:** Students will be assigned (unless otherwise stated) to small research teams to undertake the three assignments. New teams will be assigned for each assignment. Understand that team work requires equal participation. Those team members who do not participate to the

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## SKILLS ACROSS THE BUSINESS CURRICULUM

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