

Business Administration

Course Number: **BUAD 210**

Course Title: **INTRODUCTION TO MARKETING RESEARCH**

Professors

| Name | Phone number | Office | Email |
|---|---|---------------|---------------------------------|
| Rishi Bhardwaj <i>Course Captain</i> | 250-762-5445 ext: 4988 | Online | RBhardwaj@okanagan.bc.ca |
| Sheilagh Seaton | 250-762-5445 ext: | Online | s |

Course Schedule

| Date | | Topic | Readings & Due Dates |
|-----------------|-----|--|-------------------------|
| 2021 Week of | | Monday, January 11 – First Day of Classes Monday, February 15 – STAT Tuesday, February 16 – Friday, February 19 – Reading Break Friday, April 2 – Monday, April 5 - STAT Tuesday, April 16 – Last Day of Regular Classes | |
| 1 | Jan | Course Overview The Role of Marketing Research | Ch 1 |
| 2 | Jan | Harnessing Big Data into Better Decisions Marketing Research Process | Ch 2 Ch 3 |
| 3 | Jan | AS01: Writing a Research Proposal Organization and Ethical Issues | Ch 4 |
| 4 | Feb | Quiz 1 (Ch. 1-4) Secondary Data Research in a Digital Age | Ch 6 |
| 5 | Feb | Qualitative Research Tools AS02: Focus Group or Observation | Ch 5 AS01 Due |
| | Feb | READING BREAK (Feb) No classes | |
| 6 | Feb | Communicating Research Results Quiz 2 (Ch.5, 6, 16) | Ch 16 |
| 7 | Mar | Observation Conducting Marketing Experiments | Ch 8 Ch 9 |
| 8 | Mar | Survey Research | AS02 Due Ch 7 |
| 9 | Mar | | |

SKILLS ACROSS THE BUSINESS CURRICULUM

The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

STUDENT CONDUCT AND ACADEMIC HONESTY

What is the Disruption of Instructional Activities?

At Okanagan College (OC), disruption of instructional activities includes student “conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study facilities of OC”, as well as conduct that leads to property damage, assault, discrimination, harassment and fraud. Penalties for disruption of instructional activities include a range of sanctions from a warning and/or a failing grade on an assignment, examination or course to suspension from OC.

What is Cheating?

“Cheating includes but is not limited to dishonest or attempted dishonest conduct during tests or examinations in which the use is made of books, notes, diagrams or other aids excluding those authorized by the examiner. It includes communicating with others for the purpose of obtaining information, copying from the work of others and purposely exposing or conveying information to other students who are taking the test or examination.”

Students must submit independently written work. Students may not write joint or collaborative assignments with other students unless the instructor approves it in advance as a group/team project. Students who share their work with other