



Dani Rubadeau

Professors

Rishi Bhardwaj
(Course Coordinator)

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

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	

