School of Administrative Studies
ADMS 4260A
MARKETING RESEARCH
Summer 2022

COURSE DIRECTOR: Jordan Levitin
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Office Hours: by appointment

ORGANIZATION and DELIVERY

This course meets **in-person** May 10th to June 16th, 2022 in **ACW (Accolade West) 002** to review and discuss learning material, **Tuesdays** and **Thursdays** from **4:00 to 7:00 pm**,.

We will also have the option to meet virtually in a **Zoom class meeting** should that be necessary. The Zoom class meeting link will be posted on e-class. All class and assignment materials will be posted to e-class along with a **Zoom office hours** link.

For Zoom meetings, in addition to a stable, high-speed Internet connection, students will need a computer with a webcam and microphone, and/or a smart device with these features. Online tests such as Speedtest, can be used to determine internet connection speed. Cameras may be turned on and students may be visible to one another and the Course Director during virtual class meetings. Zoom, including content recorded through the platform, is hosted on servers in the U.S.

- If you have privacy concerns about your data, provide only your first name or a nickname when you join a Zoom session.
- The system is configured in a way that all participants are automatically notified when a session is being recorded.

Class participation is an important part of the course. Frequent, high-quality contributions that demonstrate thoughtful questions and insights on course topics, that are offered and received in the spirit of collaborative, shared learning and display respect for all participants are especially valued.

Please note the following:

Review the technology requirements and FAQs for eClass here:
https://lthelp.yorku.ca/student-guide-to-moodle

Consult the following links for computing information, resources and help:

Zoom@YorkU Best Practices
Zoom@YorkU User Reference Guide
Computing for Students Website
Student Guide to eLearning at York University

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COURSE DESCRIPTION

Marketing research provides management with relevant, objective and timely information about marketing opportunities and problems. The foundation concept for the course is the *Research Process,* the series of steps used to define, gather, analyze and report research information, and the focus throughout is on developing the research knowledge/skills to translate marketing problems into research plans, execute marketing research studies and translate research results into marketing insights and actions. Students learn to gather, analyze and report research information to inform segmentation, target marketing and positioning decisions and to apply the requisite research knowledge and skills creatively with exercises, assignments and a marketing research project.

Prerequisites: For Honours B. Comm. students: 1) 72 credits including AP/ADMS 2200 3.0 and 2) AP/ADMS 2320 3.0. For other B. Comm. students: 1) a grade of C+ or better in AP/ADMS 2200 3.0 and 2) AP/ADMS 2320 3.0. For non B. Comm. students: 1) a grade of C+ or better in AP/ADMS 2200 3.0 and 2) ADMS 2310 3.0, HH/KINE 2050 3.0, AP/ECON 2500 3.00, AP/POLS 3300 6.0, AP/PPAS 3300 6.0, HH/PSYC 2020 6.0, OR HH/PSYC 2021 3.0, OR such other courses as may be deemed acceptable in lieu of AP/ADMS 2310 3.0. Prior to Fall 2009: For Honours BAS students, 1) 72 credits including AK/ADMS 2200 3.00 or 2) AK/ADMS 3200 3.00 (prior to Summer 2005). For other students: 1) a grade of C+ or better in AK/ADMS 2200 3.00 or AK/ADMS 3200 3.00 (prior to Summer 2005). Students who fail to complete prerequisites will be de-enrolled from the course.

Textbook:

Brown, Tom J., Suter, Tracy A., Churchill, Gilbert A. Jr. (2018). ***Basic Marketing Research***, Ninth Edition, Mason, Ohio: Thomsen South-Western.

The following websites provide additional information on marketing research topics of interest:

1. Canadian Research Insights Council (https://canadianresearchinsightscouncil.ca/)
2. Certified Analytics and Insights Professionals of Canada (https://caip-paim.ca/)
3. Statistics Canada (https://www.statcan.gc.ca)
4. ESOMAR – the global marketing research association (www.esomar.org)
5. Marketing Research Institute International (https://mrii.org)
6. American Marketing Association (https://www.ama.org)
7. Council of American Survey Research Organizations (www.casro.org)
8. Civiqs (https://civiqs.com)
9. Electronic Statistics textbook (www.statsoft.com/textbook/stathome.html)

Supplemental readings can be found in:

Chakrapani, Chuck, Deal, Ken, Levitin, Jordan A. (2020) ***Practical Marketing Research, A Guidebook for Marketing Insights***, available on Amazon.ca.

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COURSE OVERVIEW

The Research Process is examined from two perspectives. In adopting the perspective of the marketing decision-maker, generally the consumer of research information produced by others, we assess how problem definition and the interpretation of research results affect the conception of research studies and the use and ultimate value of research information. Shifting focus to the research professional, generally the producer of research information consumed by others, we examine how research design, data collection, sampling and data analysis influence the type, quality and quantity of research information available to marketing decision-makers.

Specific objectives include:

1. to understand the role that research information plays in marketing decision-making;
2. to strengthen capabilities to analyze marketing Decision Problems and translate problems / opportunities into research plans;
3. to enhance critical thinking skills to inform the management of the research process and research error;
4. to strengthen capabilities to translate research results into insights and marketing actions;
5. to develop knowledge/skill manipulating data, testing hypotheses and interpreting statistical results using statistical analysis software; and
6. provide students with opportunities to critically evaluate marketing research studies and marketing decisions based on research findings.

GRADE BREAKDOWN

Students must undertake each of the following requirements to successfully complete the course

Exercise (1):	Research Study*****	10% (plus bonus)
Assignments (2):	Questionnaire Design*****	15%
	Marketing Research Report*****	20%
Midterm Examination		25%
Final Examination		20%
Class Participation		10%

POLICIES AND PROCEDURES

Academic Honesty:

The Code of Student Rights and Responsibilities governs student conduct in this course. Plagiarism, cheating, misrepresentation of identity, falsification of results, improperly obtaining examination papers, submitting academic work twice for credit, and aiding or abetting any of these offences violates the legal/ethical standards of the University and is subject to severe penalties, including possible expulsion. Suspected breaches of academic

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honesty will be investigated and charges shall be laid if reasonable and probable grounds exist. Students should review the York Academic Honesty policy at:
http://www.yorku.ca/secretariat/policies/document.php?document=69.
An interactive on-line tutorial on academic integrity is available at:
http://www.yorku.ca/tutorial/academic_integrity/

Third-Party Tutoring and Support Resources
Some private, third-party tutoring companies who claim to be affiliated with, or recognized and supported by York University advertise their services to York students. Some also claim to help you by providing quiz and test answers, suggesting that this practice is safe and permitted by York. The university does not officially recognize or endorse any third-party tutoring service. When you are provided with quiz, test and exam answers, you run the risk of violating the university's academic honesty policy. Using these services to cheat and gain unfair advantage may result in academic dishonesty penalties that range from failing courses, to being expelled, to losing a York University degree.

A variety of officially supported resources, offered at no cost to students are available to help you master course material. Course Directors provide weekly office hours to meet with students and first- or second-year students can attend weekly Peer Assisted Study Sessions (PASS). If you require help with any numeracy-related courses that involve math, statistics or Excel, drop in online to meet with one of the peer tutors at the Student Numeracy Assistance Centre at Keele (SNACK). If you are ever uncertain about whether a resource is allowable or endorsed by York University, please email the School of Administrative Studies for guidance.

You can help eliminate advertisements from third party tutoring services is by changing your eClass profile settings to private using the following steps: 1. Click your name on the top-right of the eClass website, then click "Profile" on the drop-down menu; 2. Under "User details" click "Edit profile"; 3. From the "Email display" drop-down menu choose "Hide my email address from non-privileged users"; and 4. Scroll to the bottom of the page and click on the "Update profile" button.

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guidelines at: http://copyright.info.yorku.ca/fair-dealing-requirements-for-york-faculty-and-staff/.

Class Preparation:
The complexity and pace that topics will be covered implies that students who are absent or unprepared for class meetings will quickly fall behind. The prevailing expectation is always that students have viewed recorded lectures, read assigned materials prior to class and are prepared to discuss the major concepts/issues raised in lectures. Lecture notes will be posted regularly to the eClass course website for download.

Examinations and Assignments:
Reasons other than duly authenticated illness and bereavement are normally not admissible justifications for failure to appear for an examination or meet deadlines. You must advise the instructor in advance if unable to appear for an examination or meet an exercise/assignment deadline. Instructions regarding exercises/assignments will be distributed and discussed in class in advance of due dates. There is a limitation of one calendar week for queries on grading following the return of exercises, assignments and examinations. When a request for re-grading is received, the entire work will be re-marked. The new grade may be higher, the same, or lower.

Peer Evaluation:
To ensure that each group performs effectively and can draw on the full knowledge and effort of all team members, each student may submit confidential peer evaluations for group work twice during the semester. Marks for group exercises may be adjusted to reflect disproportionate contributions, or lack thereof, on the basis of peer evaluations.

Deferred Standing:
Deferred standing may be granted to students who are unable to write their final examination at the scheduled time, or to submit their outstanding course work on the last day of classes. Please note that as of March 13, 2020, Senate Executive has waived until further notice the requirement for students to submit an Attending Physician's Statement in support of a request for deferred standing or petitions. In order to apply for deferred standing, students must register at: http://apps.eso.yorku.ca/apps/adms/deferredexams.nsf and submit a completed DSA form and supporting documentation to the School of Administrative Studies via email at: **apsas@yorku.ca,** complete with a ticket number no later than five (5) business days from the date of the exam or deadline. Requests will be considered on their merits and decisions will be available at the following link: http://apps.eso.yorku.ca/apps/adms/deferredexams.nsf.

No individualized communication will be sent by the School to students. Students with approved DSAs will be permitted to write deferred examinations during the School's regular deferred examination period. No further extensions of deferred exams shall be

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granted. The format and content of the deferred examination may be different from that of the originally scheduled examination. The deferred exam may be closed book, cumulative and comprehensive and may include any and all course subjects/topics whether covered in class or not. The Deferred Standing Agreement Form is available here: http://www.registrar.yorku.ca/pdf/deferred_standing_agreement.pdf

OTHER IMPORTANT YORK UNIVERSITY POLICIES

Academic Honesty (Senate Policy):

The Faculty of Liberal Arts and Professional Studies considers breaches of the Senate Policy on Academic Honesty to be serious matters. The Policy on Academic Honesty is an affirmation of the obligation for members of the University community to maintain the highest standards of academic honesty. As academic honesty is fundamental to good scholarship, the policy recognizes the responsibility of all faculty members to foster acceptable standards of academic conduct and of students to be mindful of, and abide by, such standards. Suspected breaches of academic honesty will be investigated and charges shall be laid if reasonable and probable grounds exist. Students should review the York Academic Honesty Policy at: http://www.yorku.ca/secretariat/policies/document.php?document=69

An interactive on-line Tutorial on academic integrity for students is available at: http://www.yorku.ca/tutorial/academic_integrity/

Written assignments may be submitted to *Turnitin* to verify originality. Students should review York guidelines on the use of text matching services at: www.yorku.ca/academichonesty/students/tunitin-students.htm

Grading Scheme and Feedback Policy:

The grading scheme shall be announced, and be available in writing, within the first two weeks of class. Under normal circumstances, graded feedback worth at least 15% of the final grade for Fall, Winter or Summer Terms, and 30% for 'full year' courses offered in the Fall/Winter Term shall be received by students prior to the final withdrawal date from a course. Under unusual and/or unforeseeable circumstances which disrupt the academic norm, instructors are expected to provide grading schemes and academic feedback in the spirit of these regulations, as soon as possible. For more information on the Grading Scheme and Feedback Policy, please visit:http://www.yorku.ca/secretariat/policies/document.php?document=86

In-Class Tests and Exams - 20% Rule:

For all Undergraduate courses, except those which regularly meet on Friday evening or on a weekend, tests or exams worth more than 20% will not be held in the two weeks prior to the beginning of the official examination period. For further information on the 20% Rule, please refer to: http://www.yorku.ca/secretariat/policies/document.php?document=141

For further information on examination scheduling and other important dates, please refer to:
http://www.registrar.yorku.ca/enrol/dates/index.htm

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Reappraisals:
With sufficient academic grounds, students may request that a final grade in a course be reappraised (which may mean the review of specific pieces of tangible work). Non-academic grounds are not relevant for grade reappraisals; in such cases, students are advised to petition to their home Faculty. Students are normally expected to first contact the course director to discuss the grade received and to request that their tangible work be reviewed. Tangible work may include written, graphic, digitized, modeled, video recording or audio recording formats, but not oral work. A request for a reappraisal may result in the original grade being increased, decreased, or confirmed. For reappraisal procedures and information, please visit the Office of the Registrar site at: http://www.registrar.yorku.ca/grades/reappraisal/index.htm

ACCOMMODATION PROCEDURES
Deferred Standing:
Contact your home Faculty for information on how to apply for deferred standing.
For further information visit:
http://www.registrar.yorku.ca/services/policies/def.htm

Senate Religious Observance Policy (Senate Policy):
York University is committed to respecting the religious beliefs and practices of all members of the community and making accommodations for observances of special significance to adherents (Senate 032). For further information on accommodation procedures required due to religious commitment, and the schedule of dates visit: http://calendars.registrar.yorku.ca/lectureschedules/fw03/dates/religious.htm

Academic Accommodation for Students with Disabilities:
The nature and extent of accommodations shall be consistent with, and supportive of the integrity of the curriculum and the academic standards of programs and courses. Provided that students have given sufficient notice about their accommodation needs, instructors shall take reasonable steps to accommodate these needs in a manner consistent with the guidelines established under the Academic Accommodations Policy. For more information visit the Disabilities Services website at http://www.yorku.ca/cds/

York Disabilities Offices and the Registrar's Office work in partnership to support alternate examinations and test accommodation services for students with disabilities at the Keele campus. Students requiring special accommodations must advise the Course Director.
For more information on alternate exams and tests visit: http://www.yorku.ca/altexams/.

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WEEKLY TOPIC OUTLINE

Date	Topic	Assignment
May 10	Introduction, Scope & Objectives Marketing Decision-making Introduction to Marketing Research	Review the Senate Policy on Academic Integrity https://spark.library.yorku.ca/academic-integrity **Submit the Academic Integrity Form** **BSC**, Ch. 1, pp.4-7. **BSC**, Ch. 1, pp. 7-14, Ch. 5, pp. 63-72. Andreasen (1983). "Cost Conscious Marketing Research," **Harvard Business Review**, July/August, 74-80.
May 12	**Research Process** Problem Identification Research Ethics	**BSC**, Ch. 2, pp.15-19, Ch. 3, pp. 36-37 Gelb & Gelb (1986). "New Coke Fizzles – Lessons for the Rest of Us," **Sloan Management Review**, 28(10), 71-76. **BSC**, Ch. 2, pp.20-25, **Milgram Experiment**. In Wikipedia. https://en.wikipedia.org/wiki/Milgram_experiment Chen, "I Downloaded the Information Facebook Has on me Yikes!" **New York Times**, April 12, 2018.
May 17	**Research Design** Exploratory & Descriptive Research Causal Research	**BSC**, Ch. 4, 6 Petchsky, "Inside the Secret NHL Focus Groups: How a Top GOP Strategist Helped NHL Owners Craft Lockout Strategy Retrieved from **https://Deadspin.com** Harmon, "New Drugs Stir Debate on Clinical Trials," **New York Times**, Sept. 18, 2010.
May 19	**Data Collection** Secondary versus Primary Data Communication versus Observation	**Exercise #1: Marketing Research Study Due** **BSC**, Ch. 5 **BSC**, Ch. 10, 11 Flegenheimer, "Collecting Data on the Habits of Passengers Underground, " **New York Times**, April 15, 2013.
May 24	Measurement & Scaling in Marketing Question Form, Wording & Sequence	**BSC**, Ch. 12 Bryant, "Fly Me! Why No Airline Brags, 'We're the Safest'," **New York Times**, June 09, 1996. **Arumugam**, (2012, December 06). "The Littlest Tasters." Retrieved from: http://www.**slate.com**/articles/life/futuretense/2016/06
May 26	**MIDTERM EXAMINATION**	

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May 31	Sampling & Sample Size	**Assignment #1: Questionnaire Design Due** **BSC**, Ch. 14, Ch. 15 pp 225
April 2	Field Work & Non-Sampling Error **Data Analysis** Descriptive Data Analysis	**BSC**, Ch. 15, pp. 225-235. Harwood, "Pollsters Struggle to Pin Down the Right (Cell) Number," **New York Times**, August 06, 2012. **BSC**, Ch. 16, Ch. 17, pp. 253-262, Ch. 18 pp. 268 - 273 Poushter, Bishop & Chwe, "Social Media Use," June 19, 2018. Retrieved from **http://www.pewglobal.org/2018/06/1**
April 7	**Statistical Inference** Testing for Differences Testing for Association	 **BSC**, Ch. 17, pp. 262-265, Ch. 18, pp. 273-275. **BSC**, Ch. 18, pp. 276-280.
April 9	Test for Differences with SPSS Testing for Association with SPSS	
April 14	**Reporting** Writing the Research Report	 **BSC**, Ch. 19, Ch. 20
April 16	**FINAL EXAMINATION**	
April 23		**Assignment #2: Marketing Research Due TBA**

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