

# Huron Brief Course Outlines

Fall/Winter 2023-2024

<b>Course Title:</b>	Marketing Research
<b>Course Number and Section</b>	MOS 3420F - 550
<b>Instructor Name(s):</b>	Matthew Maxwell-Smith
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Disclaimer: Information in the brief course outline is subject to change. The syllabus posted on OWL is the official and authoritative source of information for the course.

### Course Description:

This course integrates the various research tools used within the social sciences and applies them to practical marketing research settings. The focus is on how to develop research designs, instruments, and methodologies to answer specific applied research questions and theories.

### Learning Outcomes:

1. Synthesizing social science research approaches, and developing knowledge and awareness of available research methods and tools/designs for discovering insights into marketing phenomenon and for collecting, compiling, and analyzing marketing data.
2. Identifying appropriate statistical tests to apply to marketing research questions, conduct, analyze and interpret research data, as well as infer conclusions and apply the findings to augment marketing strategies.
3. Generate, design and conduct a marketing study to investigate and solve a novel and managerially relevant research question. Students will gain experience formulating a research question, reviewing and interpreting relevant literature, and generating hypotheses. They will apply their learned knowledge in justifying appropriate research design, data collection, and statistical techniques, identify the limitations of the proposed research, and conclude managerial implications of the research.
4. Refine essay-writing skills by formulating and composing a research report; practice communication and critical thinking skills, as well as manage peer learning by debating, investigating, explaining, and demonstrating scientific methods and statistics.

### Textbooks and Course Materials:

Malhotra, Naresh K. (2019). Marketing Research: An Applied Orientation, 7th Edition, New York, NY: Pearson.

MyVLab software will be used to gain free access to SPSS statistical software for some in-class lectures, assignments, and the term project. Visit the MyVLab page for setup and login instructions: <https://myvlab.uwo.ca/index.html>.

### Methods of Evaluation:

Assignment	Due Date mm/dd/yy	Weight - %
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<b>Assignment</b>	<b>Due Date mm/dd/yy</b>	<b>Weight - %</b>
Attendance & Participation		16
Quizzes (10% each)		30
Application activities		24
Marketing Research Project		30

In solidarity with the Anishinaabe, Haudenosaunee, Lūnaapéewak, and Chonnonton peoples on whose traditional treaty and unceded territories this course is shared.