

Brief Course Outline

Course Title: **Marketing Research**

Course Number and Section

MOS

3420G 550

Instructor Name(s): Paul Neto

Instructor Email(s): pneto2@uwo.ca

Disclaimer: Information in the brief course outline is subject to change. The syllabus posted on OWL Brightspace 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.

3 lecture hours per week, 0.5 course

Learning Outcomes: one outcome per entry

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.

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.

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.

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.

Paperback - ISBN: 9780134734842. Cost of paperback option via Western Bookstore: \$239.70

E-Text - ISBN: 9780137504879. Cost of Ebook Permanent Access via Western

Bookstore: \$95.00. Cost of 180-day rental via Western Bookstore: \$66.00.

Methods of Evaluation: one assignment per entry

Assignment	Due Date mm/dd/yy	Weight - %
Participation & Attendance		15%
Quizzes		30
Application Activities		25%
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.

Friday, December 12, 2025

Huron Brief Course Outline

In-course Costs

\$000.00

For Textbooks and Course Materials (below), you are required to include the cost of each textbook or other learning material.

Note whether there are any restrictions that would prevent a student from using a second-hand copy. Here is some suggested text:

- Required textbook: [author, title, edition, publisher, date]. Cost: [insert amount].
 - Or include the weblink of the textbook's publisher site that includes the cost information.
- Students need to purchase this edition. Second-hand or older editions will not be sufficient.
- OR Students are welcome to purchase second-hand or earlier editions of this textbook.
- This course has an optional field trip that costs [insert amount].
- This course has a required field component that costs [insert amount].