

Marketing Research and Analytics

MRKT6204

Course Outline

Description:

This course focuses on the integration of market research into the development of marketing strategies. Learn simple yet practical research techniques including data collection, analysis and reporting, that will support making better business decisions.

Course Goals:

In this course students will learn how to source relevant and useful secondary data and create surveys for collection of primary data. As well, students will begin to analyze market data as a tool in understanding the marketing environment and making effective business decisions.

Course Topics:

- Integrating market research techniques into the overall marketing management function
- Research methods and practices
- Producing and interpreting basic analysis and report structures

Course Objectives: At the completion of this course, the student will be able to:

- Express how market research techniques are used to support the overall marketing management function
- Explain and apply research methods and practices including gathering information, carrying out qualitative research, and designing questionnaires
- Produce and interpret basic analysis and report structures

Texts:

No text is required for this course. All course content can be found on lecture slides located on the course webpage.

Evaluation:

Assignments	50% (5 X 10% each)
Final Project	25%
Final Test	25%

Notes on assignments (papers and reports):

- Must be academic in style and content
- Must have a clear focus
- Must present ideas in a logical and well thought-out flow
- Arguments, analysis and conclusions must be based on clearly identified research and sources
- Must cite all references from other sources
- Must be in paragraph format
- Must be double-spaced, and typewritten
- Must follow APA style

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Grading:

A+	90-100	One could scarcely expect better from a student at this level
A	80-89	Superior work which is clearly above average
B	70-79	Good work, meeting all requirements, and eminently satisfactory
C	60-69	Competent work, meeting requirements
D	50-59	Fair work, minimally acceptable
F	below 50	Fail

Policy on Cheating and Academic Misconduct:

Academic honesty is a cornerstone of conduct at Western University. We cannot have freedom of expression without integrity. Students are responsible for understanding the nature of and avoiding the occurrence of plagiarism and other academic offences; please refer to the section on "Scholastic Offences" in the current University Academic Calendar, or on the web at <http://www.westerncalendar.uwo.ca>. Such offences include plagiarism, cheating on an examination, submitting false or fraudulent assignments or credentials, impersonating a candidate, or submitting for credit in any course any academic work for which credit has previously been obtained or is being sought in another course in this University or elsewhere (without the knowledge and approval of the instructor to whom the work is submitted). Students enrolled in non-degree courses are expected to abide by the University's code of conduct.

Code of Student Conduct:

The purpose of the Code of Student Conduct is to define the general standard of conduct expected of students registered at Western University, provide examples of behaviour that constitutes a breach of this standard of conduct, provide examples of sanctions that may be imposed, and set out the disciplinary procedures that the University will follow. For the complete Code of Student Conduct: <http://www.uwo.ca/univsec/pdf/board/code.pdf>.

Plagiarism:

All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between Western University and Turnitin.com (<http://www.turnitin.com>).

How often will the instructor communicate with me?

All emails will be responded to within 2 business days.

Policy on Late Assignments:

A student must inform the instructor PRIOR to the commencement of a normally scheduled test that he/she will be absent from. Failure to do so will result in a mark of zero for that test. If a student misses an evaluation due to exceptional circumstances, e.g. serious illness, bereavement, an opportunity may be provided to reschedule the evaluation. It is expected that the student has provided prior notification to the course Professor.

Extensions, granted for valid reasons, must be negotiated before assignments are due. Projects that are turned in late will entail a 10% per day deduction, including weekends, up to a maximum of 5 days, after which assignments will not be accepted and a grade of zero will be assigned unless documentation for accommodation has been provided in advance.

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Weekly assignments submitted after the due date will incur a penalty of 2% per day, including weekends, up to a maximum of 5 days, after which assignments will not be accepted and a grade of zero will be assigned unless documentation for accommodation has been provided in advance.

How do I hand in assignments?

All assignments will be submitted electronically through OWL using the assignment tool. Failure to meet deadlines without the instructor's written permission will be subject to the late assignment policy. It is the student's responsibility to ensure that all assignments forwarded to the instructor arrive before the due date. If you experience difficulty in submitting assignments through OWL, you are responsible for contacting the instructor and arranging an alternate method of delivery (e.g. e-mail attachment) for the assignment.

When will I receive my grades?

Final grades will be available 2 weeks after the last scheduled day of the course. A grade report can be printed from myWCS.

Western Digital Badge

If you have met the course requirements for this Western approved [micro-credential](#), you will receive an email from [MyCreds](#) to claim your digital badge. Badges are embedded with data that verifies your skills and achievements. Share them with your employer, on LinkedIn and other social media sites.

Course Schedule:

TOPIC	READINGS AND ACTIVITIES
Research methods and practices Referencing *Project Introduction	Evaluating web research Lab (10%) Project Overview –hypothesis due by April 30 th
Understanding the Consumer	Segmentation assignment (10%)
External Environment Category Analysis	PEST / SWOT Analysis Assignment (10%)
Competitor Analysis Porter's Analysis	Competitor Analysis Assignment (10%)
Primary Data Collection methods	Survey Assignment (10%)
Presenting Market Research	Project Due (25%) Final Test (25%)

This course outline is a sample only and is subject to change.