



Winter 2025/26 Course Syllabus

MOS 3420G Sections 001 and 002 **Marketing Research** In-Person

Instructor: Dr. Jamie Hyodo

Office: SSC 4087

Office Hours: Tuesdays, 10-11am (zoom), Wednesdays 12:30-1:30pm (in person), or by appointment

Phone: 661-2111 x85486

Email: jamie.hyodo@uwo.ca

1. Course Information:

1.1 Class Location and Time:

001: Monday 9:30-11:30 AHB 1B02, Wednesday 9:30-10:30 AHB 1B02. In person.

1.2 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.

Antirequisite(s): MOS 3280F/G, MOS 3470F/G

Prerequisite(s): MOS 2320A/B or MOS 3320A/B and enrollment in 3rd or 4th year of BMOS.

Pre-or Corequisite(s): One of: MOS 2422A/B; Sociology 2205A/B and Sociology 2206A/B; Statistical Sciences 2035; the former Psychology 2820E.

Unless you have either the requisites for this course or written special permission from your Dean's Designate (DAN Management Advisors) to enroll in it, you may be removed from this course, and it will be deleted from your record. This decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisites.

1.3 Accessibility:

DAN Department of Management & Organizational Studies strives at all times to provide accessibility to all faculty, staff, students and visitors in a way that respects the dignity and independence of people with disabilities.

Contact Academic Support & Engagement at <http://academicsupport.uwo.ca/> for information about Western's Accessible Education.

More information about "Accessibility at Western" is available at: <http://accessibility.uwo.ca>

1.4 Land Acknowledgement:

We acknowledge that Western University is located on the traditional lands of the Anishinaabek, Haudenosaunee, Lūnaapéewak and Attawandaron peoples, on lands connected with the London Township and Sombra Treaties of 1796 and the Dish with One Spoon Covenant Wampum.

With this, we respect the longstanding relationships that Indigenous Nations have to this land, as they are the original caretakers. We acknowledge historical and ongoing injustices that Indigenous Peoples (e.g. First Nations, Métis and Inuit) endure in Canada, and we accept responsibility as a public institution to contribute toward revealing and correcting miseducation as well as renewing respectful relationships with Indigenous communities through our teaching, research and community service.

<https://indigenous.uwo.ca/initiatives/docs/indigenous-land-acknowledgment.pdf>

1.5 Senate Regulations

Senate Regulations state, “unless you have either the requisites for this course or written special permission from your Dean to enroll in it, you will be removed from this course and it will be deleted from your record. This decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisites.”

This regulation is in regard to the PREREQUISITE COURSES required.

2. Course Materials

Required textbook: McDaniel & Gates (2020). *Marketing Research, 12th Edition*. Hoboken, NJ: Wiley.

The textbook costs ~\$110.

• **Students need to purchase this edition. Second-hand or older editions will not be sufficient.**

E-book (rental available) ISBN: 978-1-119-70300-6

Print ISBN: 978-1-119-71631-0

All course material will be posted to OWL: <https://westernu.brightspace.com/>

Students are responsible for checking the course OWL site (<https://westernu.brightspace.com/>) regularly for news and updates. This is the primary method by which information will be disseminated to all students in the class.

If students need assistance with the course OWL site, they can seek support on the [OWL Brightspace Help](#) page. Alternatively, they can contact the Western Technology Services Helpdesk. They can be contacted by phone at 519-661-3800 or ext. 83800.

Technical Requirements

- MS Word (for submission of written assignments)
- Excel (for data analysis)

3. Course Objectives and Format

The DAN Department of Management and Organizational Studies as a whole draws upon an evidence-based management approach. Evidence-based management is the systematic process of gathering evidence from multiple sources, critically appraising the evidence, and using that evidence in making and evaluating management decisions to improve organizational performance.

3.1 Course objectives

This course integrates the various research tools used within the social sciences and applies them to real-life marketing research settings. The course considers the role of marketing research in society and its relevance to firms and individuals, providing a strong basis for understanding how research is developed and informs evidence-based management and decision-making. The focus will be on how to develop research designs, instruments, and methodologies to answer specific applied research questions and theories. Marketing research is an applied management discipline that is crucial to understanding markets and customers in order to make better marketing decisions, or, in other words, to support evidence-based management.

3.2 Course format

The basic pedagogy in the course takes several forms. The lectures and the readings are the basis of knowledge acquisition. The lectures, class discussions, classroom activities, reading assignments, and video presentations will provide the opportunity to learn the concepts and theories of various marketing research topics, and to apply this knowledge in a systematic manner. Much of the class sessions will be devoted to applying, extending and critiquing the material in the assigned readings. This means that it will be challenging to succeed in this course without regularly attending class, and students are expected to contribute to class sessions. During the term, students are encouraged to share marketing research examples that you might come across, either directly or via the media, with the class.

This course is intended to be delivered in an in-person format. Circumstances may necessitate some or all of the course to be delivered online, either synchronously (i.e., at the times indicated in the timetable) or asynchronously (e.g., posted on OWL for students to view at their convenience). In this situation, the grading scheme will not change.

4. Learning Outcomes

Taking this course, students will gain the following experiences and skillsets:

1. Synthesizing social science research approaches and developing knowledge and awareness of available research methods and tools/designs for discovering insights into marketing phenomena 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 reconstruct marketing theories and strategies.
3. Generating and designing a marketing study to investigate and solve a novel and managerially relevant research question. Students will gain experience formulating a research question, constructing a theoretical framework from an identification and interpretation of relevant literature, and generating hypotheses. They will apply their learned knowledge in justifying appropriate research design, data collection, and statistical techniques, identifying the limitations of the proposed research, and deriving managerial and theoretical implications of the research.
4. Refining essay-writing skills by formulating and composing a research report; practicing communication and critical thinking skills, as well as managing peer learning by debating, investigating, explaining, and demonstrating scientific methods and statistics.

5. Identifying and strengthening ethical and appropriate use of generative AI tools to inform research practice, while improving recognition of limitations of said tools

5. Evaluation

There are four evaluation components in the course.

Application Tasks =	20%
Participation =	15%
Marketing Research Project =	40%
Midterm exam (Nov 22, 2025) =	25%
Total	100%

5.1 Application Tasks

Due Date: Ongoing

Throughout the term there will be a variety of in-class application activities. **You must attend class the day of the application task to qualify to submit the application task.** These will be graded on the basis of your ability (knowledge) to apply concepts from class, **with your top 4 tasks counting towards the grade.** This will require being present in class, prepared for discussion by completing the required readings for each class, and demonstrating your understanding of the key issues involved. Tasks will be either assigned or completed in class, and handed in either individually, in pairs, or as a group of three. Six application tasks will be assigned throughout the course. Given your grade is only based on your top 4, flexibility for illness/missed class is inherently built into the grading of this component. As such, no opportunities to make up missed tasks will be provided.

5.2 Participation

I expect that if you signed up for this course, it does not have a scheduling conflict with other courses or important elements of your life. Each lecture period, students will be evaluated on their contributions to the classroom environment, discussion, and hands-on learning. If I am warned beforehand, I will not count an absence against you (unless I feel this policy is being abused).

All students are expected to be active participants in the class. In addition, any participation should strive to be both valuable and relevant. There are two types of participation that I will be looking for throughout the semester: **A)** comments during the discussion, such as answering questions I pose, or asking questions about the material, **B)** comments that show obvious preparation before class, by using the terminology or content of the material to be discussed that day. Instances of participation behavior **B** add points faster than instances of **A**.

Class disruptions which are unprofessional or disrespectful behaviors such as chatting with neighbors, passing notes, sleeping, working on material not relevant to the lecture, using other electronic device beyond a simple calculator or a laptop*, allowing cell phones or other devices to disturb class, etc. will detract from your score. *laptops will only be allowed for use during select times of class, barring accommodations.

If you know that you are not a great participant in class, I encourage you to reach out to me. I will do everything I can to provide an environment in which you feel comfortable participating.

5.3 Exam

Date: **Tentative: Mar 14**

The exam is cumulative, closed book, and will be scheduled for 3 hours. The exam is **mixed in format**. It will consist of a combination of multiple-choice, short answer, and essay-style questions. **Dictionaries are NOT allowed into the examinations.**

Only non-programmable calculators and a one-sided, 4"x6" hand-written cheat sheet will be allowed into the exam. If you are unsure, please ask your Instructor.

Other electronic devices of any kind (including cell phones, smart watches, and calculators) are NOT permitted at exams.

Students are responsible for material covered in the lectures as well as the assigned chapters/sections in the text. Exams will not be returned to students but may be reviewed by contacting your instructor.

5.4 Marketing Research Project*

Working as a member of a group (4-5 students), students will conceive of, design, and conduct a marketing research proposal. There are **four (plus peer evaluation) graded components to this project**. See project guidelines on the course site for further details.

Due Dates: Unless otherwise stated, all assignments are due by the start of class on the date indicated (i.e., 9:30am)

Jan 19 - Part 0 – Topic Selection, and Charter (3%)

Feb 4 - Part 1 – Proposal (12%)

Feb 25 - Part 2 – Qualitative research (30%)

Mar 25 - Part 3 – Quantitative research report (35%)

Mar 30/Apr 1 - Part 4 – Presentation (10%)

Apr 1 – Part 5 - Peer Evaluations (10%)

****the instructor reserves the right to assign partial or zero credit for the entire project if a student is found to have not contributed in a substantive manner to the marketing research project.***

5.5 General information about missed coursework

Students must familiarize themselves with the *University Policy on Academic Consideration – Undergraduate Students in First Entry Programs* posted on the Academic Calendar:

https://www.uwo.ca/univsec/pdf/academic_policies/appeals/academic_consideration_Sep24.pdf,

This policy does not apply to requests for Academic Consideration submitted for **attempted or completed work**, whether online or in person.

The policy also does not apply to students experiencing longer-term impacts on their academic responsibilities. These students should consult [Accessible Education](#).

For procedures on how to submit Academic Consideration requests, please see the information posted on the Office of the Registrar's webpage:

https://registrar.uwo.ca/academics/academic_considerations/

All requests for Academic Consideration must be made within 48 hours after the assessment date or submission deadline.

All Academic Consideration requests must include supporting documentation; however, recognizing that formal documentation may not be available in some extenuating circumstances, the policy allows students to make one Academic Consideration request **without supporting documentation** in this course. However, the following assessments are excluded from this, and therefore always require formal supporting documentation:

- Midterm exam (Designated by the instructor as the one assessment that always requires documentation when requesting Academic Consideration)

When a student mistakenly submits their one allowed Academic Consideration request **without supporting documentation** for the assessments listed above or those in the **Coursework with Assessment Flexibility** section below, the request cannot be recalled and reapplied. This privilege is forfeited.

5.6 Evaluation Scheme for Missed Assessments

Midterm exam. If a student has an excused absence from the midterm exam, they will be expected to write a makeup exam. The makeup date will be approximately one week later. If a student is unable to meet the scheduled make-up, then the student is responsible for obtaining new accommodations from Academic Counselling, will then be required to write the midterm exam in the next semester that I teach the course, and will receive an incomplete in the course until this time.

Marketing Research Project. There are multiple deliverables for this project:

- Topic Selection and Charter –Jan 19. Submissions will be accepted until Jan 21 (9:30am) without penalty.
- Research Proposal – Due Feb 4. Submissions will be accepted until Feb 6 (9:30am) without penalty.
- Qualitative research component – due Feb 25. Submissions will be accepted until Feb 27 (9:30am) without penalty.
- Quantitative research report – due Mar 25. Submissions will be accepted until Mar 27 (9:30am) without penalty.
- Final presentation Mar 30 or Apr 1 – these will be scheduled in class. Scheduling is tight, so there will be no opportunity to present at a later date.
- Peer evaluations – due Apr 1 (midnight).

All assignments received after the second posted date will be penalized 10% per day late beyond the initial due date.

5.7 Essential Learning Requirements

Even when Academic Considerations are granted for missed coursework, the following are deemed essential to earn a passing grade.

- completion of the midterm examination, and
- participation in the group project.

Should either of these requirements not be met, the final grade will be the lower of the student's earned grade or 45%.

Coursework with Assessment Flexibility

By policy, instructors may deny Academic Consideration requests for the following assessments with built-in flexibility:

Flexible Completion

Application Tasks. This course has 6 application tasks, and the 4 tasks with the highest marks are counted towards your final grade. Should extenuating circumstances arise, students do not need to request Academic Consideration for the first 2 missed tasks. Academic consideration requests will be denied for the first 2 missed tasks.

Deadline with a No-Late-Penalty Period. Each project component (other than peer evaluations) has a deadline with a no-late-penalty period of 48 hours.

Grades will not be adjusted on the basis of need. It is important to monitor your performance in the course. Remember: *You* are responsible for your grades in this course.

The DAN Department has a grade policy which states that for courses in the 3000-4000 range, the class average must fall between 70% and 77% for all sections of a course taught by the same instructor. In very exceptional circumstances only, class averages outside this range may be approved by the Undergraduate Chair or Chair. Class averages are not grounds for appeal.

6. Lecture and Examination Schedule

See schedule on Brightspace.

7. Student Responsibilities

Students should familiarize themselves with Western University Senate Regulations, please see: http://www.uwo.ca/univsec/academic_policies/index.html.

Material covered in lectures will not always be the same as material covered in the textbook. These two sources should be viewed as complimentary and not redundant. As such, students who want to do well in this course are **strongly encouraged** to attend lectures on a regular basis. Please note that the instructor will not be providing copies of lectures notes or overheads. Therefore, if you miss a lecture, you should try to obtain this material from another student.

7.1 Respect

Please act respectfully towards the classroom, the instructor and your fellow students. Acting respectfully means arriving on time, turning off phones, avoiding private discussions during lectures, refraining from viewing non-course material on your laptops, and cleaning up after yourself. Acting respectfully provides a better learning experience for everyone.

Private in-class discussions are distracting to students and the instructor. If other students are distracting your attention from the material, you should ask them to be quiet. If you feel uncomfortable doing this (or the problem persists), please see your instructor.

Late arrivals are also distracting. Please try to arrive on time for classes.

7.2 No Recording of Classes

Students are not permitted to record any portion of a class, audio or video, without the prior written permission of the instructor.

7.3 Copyright Notice

Lectures and course materials, including power point presentations, outlines, and similar materials, are protected by copyright. You may take notes and make copies of course materials for your own educational use. You may not record lectures, reproduce (or allow others to reproduce), post or

distribute lecture notes, wiki material, and other course materials publicly and/or for commercial purposes without the written consent of your instructor.

8. Exam Policies

- Bring student identification to exams.
- Nothing is to be on/at one's desk during an exam except a pencil, an eraser, the individual's student card, and a non-programmable calculator, unless otherwise specified by the instructor
- Do not wear baseball caps to exams
- Do not bring or wear smart watches, music players, cell phones, beepers, or other non-medical electronic devices to exams

9. E-mail Policies

The following policies apply to all emails between students and the instructor. Please respect the fact that your Instructor receives hundreds of emails from students and must deal with those emails in a fair and organized manner. Unacceptable emails will receive a reply saying only "Please see Email Policies on the course outline".

9.1 UWO.CA Email Addresses Only

For privacy reasons, students must use their Western email accounts to contact their Instructor. The Instructor will not respond to emails from non-uwo.ca addresses (e.g. hotmail.com, gmail.com, etc.).

9.2 Subject Line Should Include Course and Section Number

The subject line of emails must contain the name or number of the course, and the section number in which the student is enrolled. The Instructor teaches different courses and sections and cannot properly respond to questions if they do not know which course or section you are enrolled in.

9.3 Acceptable Emails

- questions about the course content or materials
- asking to set up an appointment to ask questions or review an exam
- notification of illness or other special circumstances
- providing constructive comments or feedback about the course

9.4 Unacceptable Emails

- questions that may be answered on the course site or on this course outline
- asking when grades will be posted
- asking what grade a student received
- asking where or when an exam is scheduled or the material covered on an exam
- requests for grade increases, extra assignments, or reweighting of course components

10. Attendance

It is expected that students will attend all classes. The instructor does provide access to lecture notes, but posted notes are partial and lack the context of class discussion. Students are encouraged to obtain missed lecture notes from a fellow student.

10.1 Short Absences.

If you miss a class due to minor illness or other problems, check your course outlines for information regarding attendance requirements and make sure you are not missing a test or exam. Cover any readings and arrange to borrow the missed lectures notes from a classmate.

10.2 Extended Absences.

If you are absent more than approximately two weeks or if you get too far behind to catch up, you should consider reducing your workload by dropping one or more courses. The Academic Counsellors can help you to consider the alternatives. At your request, they can also keep your instructors informed about your difficulties.

11. Grade Fairness

Fairness requires that all students be treated equally and be evaluated using the criteria set out in this course outline. The evaluation criteria are based on actual achievement and not on how hard a student has tried.

Claims by students of an excellent academic history, good attendance record, need to obtain or maintain a scholarship, desire to be admitted to Ivey or graduate school, or other personal issues, cannot be used to justify a higher grade in the course or a reweighting of course components. There is no extra work or assignments available for extra credit or to “make up” for a course component that was missed or performed poorly.

You, the student, are responsible for the grades earned.

12. Posting of Grades

Midterm exam grades will be posted on OWL once the grades are available. Final course grades are not posted on OWL and are only available once they have been posted by the Registrar under “Academic Summary” at the Student Centre website.

13. University Policy Regarding Illness, Absence and Accommodation

13.1 Illness

Students will need to provide a Student Medical Certificate if the absence is medical or provide appropriate documentation if there are compassionate grounds for the absence in question. Students are encouraged to contact their Faculty Academic Counselling office to obtain more information about the relevant documentation.

For privacy reasons, students should also note that individual instructors should not receive documentation directly from a student, whether in support of an application for consideration on medical grounds, or for other reasons. All documentation required for absences must be submitted to the Academic Counselling office of a student's Home Faculty.

For details on the Policy on Accommodation for Medical Illness, go to:

https://www.uwo.ca/univsec/pdf/academic_policies/appeals/academic_consideration.pdf

Students can download the Student Medical Certificate (SMC) here:

https://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform.pdf

13.2 Accessible Education

Students with disabilities work with Accessible Education (formerly SSD) which provides recommendations for accommodation based on medical documentation or psychological and cognitive testing. The accommodation policy can be found here:

[https://www.uwo.ca/univsec/pdf/academic_policies/appeals/Academic Accommodation disabilities.pdf](https://www.uwo.ca/univsec/pdf/academic_policies/appeals/Academic_Accommodation_disabilities.pdf)

Students needing access to Accessible Education should register here:

http://academicsupport.uwo.ca/accessible_education/index.html

13.3 Religious Accommodation

When conflicts with a religious holiday that requires an absence from the University or prohibits certain activities, students should request an accommodation for their absence in writing to the course instructor and/or the Academic Advising office of their Faculty of Registration. This notice should be made as early as possible but not later than two weeks prior to the writing or the examination (or one week prior to the writing of the test).

Please visit the Diversity Calendars posted on our university's EDID website for the recognized religious holidays:

<https://www.edi.uwo.ca>.

14. University Policy on Cheating and Academic Misconduct

Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, at the following Web site:

http://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_undergrad.pdf

Students are responsible for understanding the nature of and avoiding the occurrence of plagiarism and other academic offenses. Students are urged to read the section on Scholastic Offenses in the Academic Calendar.

Note that such offenses include plagiarism, cheating on an examination, submitting false or fraudulent assignments or credentials, impersonating a candidate, or submitting for credit in any course without the knowledge and approval of the instructor to whom it is submitted, any academic work for which credit has previously been obtained or is being sought in another course in the University or elsewhere. If you are in doubt about whether what you are doing is inappropriate, consult your instructor. A claim that "you didn't know it was wrong" will not be accepted as an excuse.

Within this course, students are permitted to use AI tools exclusively for information gathering and preliminary research purposes, unless otherwise explicitly allowed by the instructor. These tools are intended to enhance the learning experience by providing access to diverse information sources. However, it is essential that students critically evaluate the obtained information, exercise independent thinking, and engage in original research to synthesize and develop their own ideas, arguments and perspectives. The use of AI tools can serve as a starting point for exploring a topic, with students expected to uphold academic integrity by appropriately attributing all sources of information and avoiding plagiarism. Essays, written assignments and/or lab reports should reflect the student's own thoughts and independent written work. Students should also generate their own figures (e.g., graphs, diagrams) rather than using AI generated ones. By adhering to these guidelines, students contribute to a responsible and effective learning environment that promotes critical thinking, independent inquiry and all them to produce original written contributions. The same principles also apply to the use of translation software to support the writing the essays and other written assessments. When used, any such AI or translation tool should

be used ethically and responsibly, and students must cite or credit the tools used in line with the expectation to use AI as a tool to learn, not only to produce content.

A copy of guidelines about how to avoid cheating can be obtained from the Office of the Ombudsperson, Room 3135 WSSB, (519) 661-3573, ombuds@uwo.ca.

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 for such checking 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>).

Computer-marked multiple-choice tests and/or exams may be Course Outlines subject to submission for similarity review by software that will check for unusual coincidences in answer patterns that may indicate cheating.

Cheating on exams will not be tolerated; students are referred to the university policy on scholastic offenses. Looking at the test of another student, allowing another student to view your exam, or obtaining information about a test in advance are all examples of cheating.

Students found cheating will receive a zero (0%) on that exam. A number of safeguards will be employed to discourage cheating. For example, examination supervisors (proctors) of the tests may ask students to move to another seat during the exam, cover their paper, avert their eyes from other students' papers, remove baseball caps, etc. This is not meant as a personal affront nor as an accusation of cheating, but rather as vigilant attempts at proctoring.

The penalties for a student guilty of a scholastic offense include refusal of a passing grade in the assignment, refusal of a passing grade in the course, suspension from the University, and expulsion from the University.

15. Procedures For Appealing Academic Evaluations

1. In the first instance, all appeals of a grade must be made to the course instructor (informal consultation).
2. If the student is not satisfied with the decision of the course instructor, a written appeal must be sent to the Undergraduate Chair of the Department of Management and Organizational Studies.
3. If the response of the Undergraduate Chair is considered unsatisfactory to the student, they may then appeal to the Dean of the Faculty in which the course of program was taken.
4. Only after receiving a final decision from the Dean may a student appeal to the Senate Review Board Academic. A Guide to Appeals is available from the Office of the Ombudsperson.

16. Support Services

16.1 Support Services

The Registrar's office provides you with information on services, courses, student finances, resources, latest news, as well as Student Central's hours of operation at <http://www.registrar.uwo.ca>

Student Support Services (***including the services provided by the USC listed here***) can be reached at: <http://westernusc.ca/services/>

Academic Support & Engagement can be reached at: <http://academicsupport.uwo.ca>

Students who are in emotional/mental distress should refer to Health and Wellness:
<https://www.uwo.ca/health/> for a complete list of options about how to obtain help.

16.2 Academic Concerns.

If you are in academic difficulty, it is strongly recommended that you see your academic counsellor.