



## Professors

| <b>Name</b> | <b>Phone number</b> | <b>Office</b>         | <b>Email</b>   |
|-------------|---------------------|-----------------------|--|
| Alan Rice   | 762-5445 #4879      | Kelowna/Vernon: C240C | <a href="mailto:arice@okanagan.bc.ca">arice@okanagan.bc.ca</a> |

## Learning Outcomes

Upon completion of this course students will be able to

## Evaluation Procedure

|                     |      |
|---------------------|------|
| Mid-term Exam       | 15%  |
| Final Exam          | 20%  |
| Labs                | 35%  |
| Research Project    | 20%  |
| In-Class Activities | 10%  |
| Total               | 100% |

## Notes

|  |
|--|
| Students must achieve an average passing grade of 50% or greater on the exam portion of the grade and a minimum of 50% total grade in order to pass the course.  |
| Lab work is to be completed individually and requires the use of SPSS computer software.<br>Lab #1 – 20%<br>Lab #2 – 5%<br>Lab #3 – 10%  |
| The research project requires the analysis and presentation of a research report and can be completed in teams of no more than two people.   |
| Class activity grades will be assessed based on completed in-class work. Students must attend the class to complete the required assignments. Class activities not submitted on the day the activity is assigned will not be accepted. |

## Required Texts/Resources

Essentials of Marketing Research, 5th edition, Zikmund, Babin, 2013, Nelson Education

## Course Schedule (tentative)

| Date   |         | Topic   | Textbook Reference | Lab Work  |
|--------|---------|---|--------------------|---|
| Dates: |         | Tues. Sept 8 College-wide Orientation Day<br>Wed. Sept 9 Classes begin<br>Mon. Oct 12 Thanksgiving Day – no classes<br>Wed. Nov 11 Remembrance Day – no classes<br>Thur. Dec 10 Last day of regularly scheduled classes |                    |   |
| Sept   | 06      | Course Overview<br>Review of the Research Process   | Ch 03              |   |
|        | 14 / 16 | Survey Research<br>Introduction to SPSS   | Ch 07              | Introduction to SPSS<br>Import Excel Data in to SPSS  |
|        | 21 / 23 | Measurement and Attitude Scaling<br>Questionnaire Design  | Ch 10<br>Ch 11     | Questionnaire Design<br>Data Coding / Database Design |
|        | 28 / 30 | Sample Design and Procedures<br>Review of Statistical Theory  | Ch 12<br>Ch 13     | Questionnaire Due<br>Data Collection                  |
| Oct    | 05 / 07 | Basic Data Analysis   | Ch 14              | Data Entry<br>Data Analysis                           |

## SKILLS ACROSS THE BUSINESS CURRICULUM

---

The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small