

Commerce 3MA3 (C03 & C04) MARKETING RESEARCH

Winter 2025 Course Outline

Marketing Area
DeGroot School of Business
McMaster University

INSTRUCTOR AND CONTACT INFORMATION

Instructor: Dr. Manish Kacker

mkacker@mcmaster.ca

Office: DSB 202

Tel: (905) 525 9140 x 21658

Office Hours: Tues 3.30 to 4.30 p.m. and by
appointment

SECTION 03: Time: Wed 11:30 a.m. – 2.20 p.m.

SECTION 04: Time: Tues 11:30 a.m. – 2.20 p.m

TA: Vidhya Krishnaraju

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Office Hours: Mon 11 a.m. – noon

Additional details on A2L

Course Website: Avenue to Learn (<http://avenue.mcmaster.ca>). Please check the course website daily for announcements and content.

COURSE ELEMENTS

Credit Value:	3	Leadership:	Yes	IT skills:	Yes	Global view:	Yes
A2L:	Yes	Ethics:	Yes	Numeracy:	Yes	Written skills:	Yes
Participation:	Yes	Innovation:	Yes	Group work:	Yes	Oral skills:	Yes
Evidence-based:	Yes	Experiential:	Yes	Final Exam:	No	Guest speaker(s):	No

COURSE INFORMATION

Lectures: One 3 hour session per week

Course Delivery Mode: In-person

Course Description: From the academic calendar – “This course covers the effective obtaining, communicating and using of competitive and market intelligence. Students work in groups with a company or public organization and receive training and experience in making business presentations.”

COURSE DESCRIPTION

The course is largely structured to follow the steps in the marketing research process. We first address the more qualitative and conceptual aspects of marketing research. Topics include problem definition, research design, sampling, data collection methods, questionnaire design, and measurement issues. We then focus on causal research and methods of data analysis, with an emphasis on hands-on data analyses and the interpretation and use of these data analyses.

The class sessions will only roughly parallel the text and readings. Rather than merely rehashing concepts discussed in the text, class sessions will be devoted to probing, extending, and applying the text material. Therefore, you must complete the assigned readings and think about them prior to the class session. We will use cases, videos, problems, and discussion exercises to illustrate how different marketing research methods have been applied to solve real-world problems. The emphasis will be on the appropriateness and use of the research methodologies and techniques as well as on the larger strategic issues. Additional material (in the form of magazine and newspaper articles of current events) will also be distributed to you through links to websites. This will help you integrate concepts covered in class with real world events.

IMPORTANT LINKS

- [Mosaic](#)
- [Avenue to Learn](#)
- [Student Accessibility Services - Accommodations](#)
- [McMaster University Library](#)

COURSE LEARNING OUTCOMES

Upon successful completion of this course, students will be able to complete the following key tasks:

- 1) understand the needs of marketing managers for information;
- 2) develop specific marketing questions that can be addressed through research;
- 3) determine the specific objectives of the marketing research project;
- 4) select the appropriate research design to address the research problem and best achieve the objectives;
- 5) understand and critique various sources of secondary and internal data and be able to assess their quality and usefulness to management;
- 6) understand the stages of the marketing research process;
- 7) understand when NOT to conduct primary research;
- 8) learn how to design effective questions and questionnaires, using different (and appropriate) measurement scales;
- 9) determine how best to analyze survey data;
- 10) learn how to turn statistical findings into marketing information that gets attention and assists the manager in making decisions;
- 11) learn when and how to conduct causal research;
- 12) learn how to write reports and present findings and recommendations that convey marketing information simply and effectively and encourage marketing action;
- 13) be aware of and understand ethical issues related to marketing research; and
- 14) manage a reasonably complicated research project, work in a team, and make effective oral and written presentations.

COURSE LEARNING GOALS

Today's marketing environment presents managers with increasingly complex problems and opportunities and the ongoing need for current, accurate, pertinent information about their customers, competitors and the markets in which they operate. The purpose of this course is to provide a fundamental understanding of marketing research methods employed by well-managed firms. The course is aimed at the manager who is the ultimate user of the research and the one responsible for determining the scope and direction of research activities. The key learning objectives of the course are to help you develop skills (a) to become better supervisors and users of marketing research and (b) to conduct marketing research yourself. An overall goal is to develop an appreciation for the potential contributions and limitations of marketing research in making business decisions. This course is relevant to managers in marketing as well as non-marketing fields (e.g., consulting, HR, buy and sell-side analysis, investment banking).

REQUIRED MATERIALS AND TEXT

Required:

- Textbook
 - Marketing Research Essentials by Carl McDaniel, Jr., Roger Gates, Subramanian Sivaramakrishnan and Kelley Main (2nd Canadian Edition). Available as:
 - A paperback (ISBN: 978-1-118-04317-2)
 - Loose leaf (ISBN: 978-1-118-82300-2)
 - An E-text (ISBN: 978-1-118-82336-1)

McMaster Campus Store link for textbook:

[https://campusstore.mcmaster.ca/CourseSearch/?course\[\]=UGRD,2251,COMMER,COMMERC A3,C03&course\[\]=UGRD,2251,COMMER,COMMERCE+3MA3,C04&](https://campusstore.mcmaster.ca/CourseSearch/?course[]=UGRD,2251,COMMER,COMMERC A3,C03&course[]=UGRD,2251,COMMER,COMMERCE+3MA3,C04&)

- Additional Materials
 - Handouts, problem sets, discussion exercises and other readings distributed in class and/or through the course website.

CLASS FORMAT

This is an in-person 3-hour course. The three hours will consist of rapid problem-solving, mini-lecture, lengthier discussion, and more in-depth applied exercises (not necessarily always in this order). There will be a short break part way through at a convenient time based on what we are working on. Please use this time to take care of personal needs of various kinds.

COURSE EVALUATION

Learning in this course results from attendance at lectures, staying current on the readings, coming prepared to class sessions and contributing to class discussions, completing the problem sets, and being an effective team member of your group research project. Course components include work to be completed both individually and as a member of a group. Team members will share the same grade, adjusted by peer evaluation if warranted.

MISSED TESTS/EXAMS: Missed tests/exams will receive a grade of zero unless the student has submitted and been approved for a Notification of Absence or MSAF.

LATE ASSIGNMENTS: Late assignments will be penalized one grade level (e.g., from A- to B+) for each day they are late.

Your final grade will be calculated as follows:

Components and Weights

A.	Class Contribution		(Individual) 15 %
B.	In-Class Midterm Exams		(Individual) 40 %
	(i) Exam 1	20%	
	(ii) Exam 2	20%	
C.	Research Project		(Group) 45 %
	(i) Research Proposal	3 %	
	(ii) Survey Proposal	10 %	
	(iii) Presentation	12 %	
	(iv) Final Report	20 %	
TOTAL:			100 %

NOTE: The use of a McMaster standard calculator is allowed during examinations in this course. See McMaster calculator policy.

COURSE DELIVERABLES

A. CLASS CONTRIBUTION (15%)

A large part of the benefit that you will derive from this course is related to your willingness to expose your viewpoints and conclusions to the critical judgment of the class, as well as of your ability to build upon and critically evaluate the judgments of your classmates. Participation in class discussion is extremely important and each student is expected to contribute. Please display the full name with which you have registered for the course in class sessions. For discussion exercises, it is strongly recommended that you do the relevant analysis prior to class and be prepared to discuss questions given to you. I may “cold call” on you during class sessions. If you do not feel adequately prepared and do not want to be called upon, please let me know at the beginning of class. My intention here is not to embarrass you, but rather to hear from you and incorporate your insights into the discussion. 15 % of your grade depends on class participation, with a greater emphasis on participation in discussions of exercises.

Effective (i.e., quality as well as quantity of) participation can therefore mean the difference between a higher and lower grade. Some of the criteria used to evaluate class participation include:

1. Do comments go beyond facts and add to our knowledge and understanding?
2. Do comments reflect an understanding of theories and tools presented in class?
3. Are comments relevant to the discussion and points made by others?
4. Do comments move the discussion along through the provision of new perspectives?
5. Are comments concise and clear or are they confusing and rambling?
6. Do comments reflect a concern for maintaining a civil and constructive classroom atmosphere?

The key to high contribution grades is making quality contributions to every class discussion. The participation grades will map to an assessment of the quality of the contribution by the T.A./Professor. Participation marks will be posted on the course website on a regular basis. Please speak with me if your marks are low, or well before if you are concerned that they might be low. There are ways I can help you to participate more effectively. At the end of the term, an overall participation grade will be given according to your participation marks in all classes.

Please note the following regarding Class Contribution:

- Photographs of the class will be taken. These photographs will be used to facilitate accurate recording of your participation.
- I expect you to be punctual. When you arrive late, your action disrupts the class. Please do not leave the classroom in the middle of class for a few minutes and then return; this also is disruptive.
- When you are present for class sessions, all mobile phones should be turned off unless I am notified prior to class of a possible personal emergency requiring them to be on.
- Reading newspapers or magazines in class, sending or reading text messages/email in class, or using your mobile phone, tablet, or computer for activities other than those related to the day's class, is not permitted. These activities not only impede your learning but also distract and reduce the value gained by your classmates from the course and therefore constitute "negative class participation".
- I expect you to treat me, your TA and your fellow students with respect and in a professional manner at all times.
- Absence from class is a serious matter since you obviously can't participate if you're not there. If there are legitimate reasons for you to miss class, you need to follow procedures stipulated in the section 'REQUESTING RELIEF FOR MISSED ACADEMIC WORK.' Absences may be penalized.

B. IN-CLASS, MIDTERM EXAMS (40 %)

Both in-class, mid-term exams are individual, closed-book and non-cumulative. There will not be a final exam for this course. Computers, cell phones and tablets are not permitted for the exams. You may use a McMaster standard calculator for each exam; however, the calculator must not be able to store text. I will provide you with formulas for each exam – I plan to consult with you (in class sessions prior to the exam) about the formulas to be included in the exam.

The exams will be application oriented – they will be designed to assess your understanding of marketing research concepts and your ability to apply these concepts to marketing research problems and decisions.

The exams will include multiple choice questions, quantitative problems, short answer and/or short essay questions. You will be responsible both for the material covered in class and for the material in the text and readings – both will be addressed by questions in the exams. Sample exams will be posted to the course website and discussed in class. Problem sets (along with solutions) will be made available through the course website. These problem sets should help you prepare for the exams. It is strongly recommended that you work on these problem sets as we cover the relevant topics through the term. You are welcome to work on them in groups. You are not required to turn in any of these problem sets.

Please note the dates for the exams. Please do not schedule job interviews or other activities in a manner that prevents you from taking the exams on the scheduled dates. Relief for a missed exam for legitimate reasons (e.g., MSAF) will be in the form of a cumulative make-up exam during the final exam period.

C. RESEARCH PROJECT (45%)

The objective of the term-long research project is to provide you with some hands-on experience in applying concepts and methods of marketing research to a real-world marketing research problem. The project will be done in self-selected groups of about 5-6 persons and requires a collaborative team effort. At the end of the term, each student will evaluate the performance of each of their peers in the team. Peer evaluations will be considered in determining the final project grade assigned to each individual team member. Above all else, keep in mind that everything you do in the research project reflects on McMaster University, the DeGroote School of Business, your professor, and your research team. Over the years, we have developed a good reputation with the business community and the public. Let us enhance it through conscientious work, competence, integrity, and total honesty.

In summary, you will:

1. Begin to form a four, five, or six member team immediately. Upload a document to A2L containing team members' names, McMaster email addresses and phone numbers.
2. Submit a one-page memo identifying the client and your current understanding of the research problem to be addressed by the project.
3. Ensure that all contact with the client is conducted in a professional, business-like manner. This includes written as well as personal interactions.
4. Submit the Research Proposal for your Team Project. The final version of this proposal must be formally approved by me before being signed by the client.
5. Submit your Survey Proposal for your Team Project.
6. Each team will provide a formal in-class presentation of its research project. All teams must upload their slides to Avenue before the first presentation.
7. Submit your Final Report and your peer evaluation sheet.
8. See further description and details of the Team Project in the **Appendix** in the Course Project folder in the course website.

It is important that you make progress on your project throughout the term. Waiting till the end of the term to undertake key project activities may put you in a difficult position. A suggested project activity schedule is as follows:

WEEK	ACTIVITY
1, 2, 3 and 4	Form group Identify potential projects Select project
4, 5 and 6	Conduct Secondary/Exploratory research Define problem Select sampling approach Select mode of data collection
6, 7, 8 and 9	Design questionnaire Pretest questionnaire Send out survey Follow-up on survey
9, 10, 11, 12 and 13, 14	Code data Analyze data Prepare presentation and report

COMMUNICATION AND FEEDBACK

Students who wish to correspond with instructors or TAs directly via email must send messages that originate from their official McMaster University email account. This protects the confidentiality and sensitivity of information as well as confirms the identity of the student. Emails regarding course issues should NOT be sent to the Area Administrative Assistants. All students must receive feedback regarding their progress prior to the final date by which a student may cancel the course without failure by default.

- *For Level 1 and Level 2 courses, this feedback must equal a minimum of 20% of the final grade.*
- *For Level 3 courses and above, this feedback must equal a minimum of 10% of the final grade.*

Instructors may solicit feedback via an informal course review with students by Week #4 to allow time for modifications in curriculum delivery.

Students who have concerns about the course content, evaluation methods, or delivery should first reach out to the course instructor. If your concern remains unresolved after speaking with the instructor, you may then reach out to the relevant Area Chair for further consideration.

REQUESTING RELIEF FOR MISSED ACADEMIC TERM WORK

In the event of an absence for medical or other reasons, students should review and follow the Academic Regulation in the Undergraduate Calendar "[Requests for Relief for Missed Academic Term Work](#)" and the link below*:

<http://ug.degroote.mcmaster.ca/forms-and-resources/missed-course-work-policy/>

* Non-Commerce students must follow the Missed Course Work protocols outlined by their home faculty and Program Office.

COURSE MODIFICATION

From time to time there may be a need to remove/add topics or to change the schedule or the delivery format. If these are necessary, you will be given as much advance notice as possible. It is the responsibility of the student to check their McMaster email and course websites weekly during the term and to note any changes.

GENERATIVE AI

UNRESTRICTED USE

Students may use generative AI throughout this course in whatever way enhances their learning; no special documentation or citation is required.

ACADEMIC INTEGRITY

You are expected to exhibit honesty and use ethical behaviour in all aspects of the learning process. Academic credentials you earn are rooted in principles of honesty and academic integrity. **It is your responsibility to understand what constitutes academic dishonesty.**

Academic dishonesty is to knowingly act or fail to act in a way that results or could result in unearned academic credit or advantage. This behaviour can result in serious consequences, e.g. the grade of zero on an assignment, loss of credit with a notation on the transcript (notation reads: “Grade of F assigned for academic dishonesty”), and/or suspension or expulsion from the university. For information on the various types of academic dishonesty please refer to the [Academic Integrity Policy](#).

The following illustrates only three forms of academic dishonesty:

- plagiarism, e.g. the submission of work that is not one’s own or for which other credit has been obtained.
- improper collaboration in group work.
- copying or using unauthorized aids in tests and examinations.

AUTHENTICITY/PLAGIARISM DETECTION

Some courses may use a web-based service (Turnitin.com) to reveal authenticity and ownership of student submitted work. For courses using such software, students will be expected to submit their work electronically either directly to Turnitin.com or via an online learning platform (e.g. Avenue to Learn, etc.) using plagiarism detection (a service supported by Turnitin.com) so it can be checked for academic dishonesty.

Students who do not wish their work to be submitted through the plagiarism detection software must inform the Instructor before the assignment is due. No penalty will be assigned to a student who does not

submit work to the plagiarism detection software. **All submitted work is subject to normal verification that standards of academic integrity have been upheld** (e.g., on-line search, other software, etc.). For more details about McMaster’s use of Turnitin.com please go to www.mcmaster.ca/academicintegrity.

COURSES WITH AN ON-LINE ELEMENT

Some courses may use on-line elements (e.g. e-mail, Avenue to Learn, LearnLink, web pages, capa, Moodle, ThinkingCap, etc.). Students should be aware that, when they access the electronic components of a course using these elements, private information such as first and last names, user names for the McMaster e-mail accounts, and program affiliation may become apparent to all other students in the same course. The available information is dependent on the technology used. Continuation in a course that uses on-line elements will be deemed consent to this disclosure. If you have any questions or concerns about such disclosure, please discuss this with the course instructor.

ONLINE PROCTORING

Some courses may use online proctoring software for tests and exams. This software may require students to turn on their video camera, present identification, monitor and record their computer activities, and/or lock/restrict their browser or other applications/software during tests or exams. This software may be required to be installed before the test/exam begins.

CONDUCT EXPECTATIONS

As a McMaster student, you have the right to experience, and the responsibility to demonstrate, respectful and dignified interactions within all of our living, learning and working communities. These expectations are described in the [Code of Student Rights & Responsibilities](#) (the “Code”). All students share the responsibility of maintaining a positive environment for the academic and personal growth of all McMaster community members, **whether in person or online**.

It is essential that students be mindful of their interactions online, as the Code remains in effect in virtual learning environments. The Code applies to any interactions that adversely affect, disrupt, or interfere with reasonable participation in University activities. Student disruptions or behaviours that interfere with university functions on online platforms (e.g. use of Avenue 2 Learn, WebEx or Zoom for delivery), will be taken very seriously and will be investigated. Outcomes may include restriction or removal of the involved students’ access to these platforms.

ACADEMIC ACCOMMODATION OF STUDENTS WITH DISABILITIES

Students with disabilities who require academic accommodation must contact [Student Accessibility Services](#) (SAS) at 905-525-9140 ext. 28652 or sas@mcmaster.ca to make arrangements with a Program Coordinator. For further information, consult McMaster University’s [Academic Accommodation of Students with Disabilities](#) policy.

ACADEMIC ACCOMMODATION FOR RELIGIOUS, INDIGENOUS OR SPIRITUAL OBSERVANCES (RISO)

Students requiring academic accommodation based on religious, indigenous or spiritual observances should follow the procedures set out in the [RISO](#) policy. Students should submit their request to their Faculty Office *normally within 10 working days* of the beginning of term in which they anticipate a need for accommodation or to the Registrar's Office prior to their examinations. Students should also contact their instructors as soon as possible to make alternative arrangements for classes, assignments, and tests.

COPYRIGHT AND RECORDING

Students are advised that lectures, demonstrations, performances, and any other course material provided by an instructor include copyright protected works. The Copyright Act and copyright law protect every original literary, dramatic, musical and artistic work, **including lectures** by University instructors.

The recording of lectures, tutorials, or other methods of instruction may occur during a course. Recording may be done by either the instructor for the purpose of authorized distribution, or by a student for the purpose of personal study. Students should be aware that their voice and/or image may be recorded by others during the class. Please speak with the instructor if this is a concern for you.

EXTREME CIRCUMSTANCES

The University reserves the right to change the dates and deadlines for any or all courses in extreme circumstances (e.g., severe weather, labour disruptions, etc.). Changes will be communicated through regular McMaster communication channels, such as McMaster Daily News, Avenue to Learn and/or McMaster email.

RESEARCH USING HUMAN SUBJECTS

All researchers conducting research that involves human participants, their records or their biological material are required to receive approval from one of McMaster's Research Ethics Boards before (a) they can recruit participants and (b) collect or access their data. Failure to comply with relevant policies is a research misconduct matter. Contact these boards for further information about your requirements and the application process.

McMaster Research Ethics Board (General board): <https://reo.mcmaster.ca/>

Hamilton Integrated Research Ethics Board (Medical board): <http://www.hireb.ca/>

ACKNOWLEDGEMENT OF COURSE POLICIES

Your enrolment in Commerce 3MA3 will be considered to be an implicit acknowledgement of the course policies outlined above, or of any other that may be announced during lecture and/or on A2L. **It is your responsibility to read this course outline, to familiarize yourself with the course policies and to act accordingly.**

Lack of awareness of the course policies **cannot be invoked** at any point during this course for failure to meet them. It is your responsibility to ask for clarification on any policies that you do not understand.

GENERAL GUIDELINES

1. All written work (e.g. case analysis report, project questionnaire, and final research report) will be word-processed using Microsoft Word (or comparable word processing software), supplemented by Excel documents/exhibits as appropriate. Back up all your word processing and data files with copies. You are responsible for safeguarding your reports against possible loss after being submitted for grading or due to computer failure/loss or other unanticipated problems, by keeping a copy (recommend both hard and soft copies) as you are working on assignments as well as when they are completed).
2. All material to be handed in or approved by me must be word-processed on 8 ½” by 11” paper, double-spaced with 1.5” margins, using a reasonable font size (12 point). Nothing handwritten, with the exception of the exams, will be accepted or reviewed by me.
3. Effective communication is an essential component of success in the business world. This course emphasizes effective communication, be it written, oral or through the use of visual materials. All assignments – written as well as oral presentations – will be evaluated both in terms of their substantive content as well as their overall communication effectiveness.

FEEDBACK AND CONTACT

Your feedback is important for the success of this course. I will collect feedback directly from you on a periodic basis. Of course, the provision of feedback is not restricted to these formal mechanisms. Please feel free to stop by my office, give me a call, drop me a note or send e-mail to share your views, questions or concerns you may have regarding the course. I will routinely use e-mail to communicate with you about various course-related issues. I check e-mail every workday and generally respond to them within 24 hours.

SUMMARY OF KEY DEADLINES

Please note the dates and deadlines below. Failure to submit your assignment on time will have an adverse impact on your grade for that assignment.

DATE	DESCRIPTION
Jan 13 (C04)	<i>Individual:</i> Submit to Avenue Assignments Folder by 4 p.m. – Information Form
Jan 14 (C03)	<i>Team:</i> Submit to Avenue Assignments Folder by 4 p.m. – Include your section number and the list of team members: Names, McMaster emails and phone numbers.
Jan 20 (C04)	<i>Team:</i> Submit to Avenue Assignments Folder by 1 p.m. – identify the
Jan 21 (C03)	team, the name of the company/organization and client contact person for the project, and briefly state the research problem/question (1 paragraph) as best as you can at this point in time.
Feb 4 (C04)/ Feb 5 (C03)	<i>Individual:</i> Exam # 1
Feb 10 (C04) Feb 11 (C03)	<i>Team:</i> Submit to Avenue Assignments Folder by 1 p.m.: Research Proposal.
Mar 3 (C04)	<i>Team and Individual:</i> Submit to Avenue Assignments Folder by 1 p.m. – Survey
Mar 4 (C03)	Proposal (Team), Signed Agreement of Intent (Team) and Interim Peer Evaluation (Individual).
Mar 11 (C04) Mar 12 (C03)	<i>Individual:</i> Exam # 2
Apr 1 (C04) Apr 2 (C03)	<i>Team:</i> Project Presentations in class: Submit Powerpoint slides to Avenue Assignments Folder by 4 p.m. on March 31 (C04) and by 4 p.m. on April 1 (C03).
Apr 9 (C04) Apr 10 (C03)	<i>Team:</i> Final Report and Peer evaluation forms by 4 p.m. (Avenue Assignments Folder).

CLASS SCHEDULE

Please note that the schedule may be modified to accommodate student feedback. An asterisk (*) indicates documents that will be made available from the course website (<http://avenue.mcmaster.ca>).

Week	Date	Topics	Readings	In-Class Exercises/Homework
1	Jan 7 (C04)	Course Overview Role of Marketing Research	<ul style="list-style-type: none"> Text Ch. 1, Appendix 1A 	
	Jan 8 (C03)	The Marketing Research Process Problem Formulation Internal and Secondary Data	<ul style="list-style-type: none"> Text Ch. 2, 3, 9 (267-270) 	
2	Jan 14 (C04)	Research Design Exploratory Research: Focus Groups	<ul style="list-style-type: none"> *‘Backward’ Market Research *Chapter on Research Design uploaded to Avenue Text Ch. 4 (83-98) 	<i>Submit Information Form and Teams by:</i> <ul style="list-style-type: none"> - 4 p.m. on Jan 13 for C04 - 4 p.m. on Jan 14 for C03
	Jan 15 (C03)	Exploratory Research: Focus Groups, In-Depth Interviews, Projectives	<ul style="list-style-type: none"> Text Ch. 4 (99-113), 9 (271-275) *Sample FG Guide and Report 	*Homework Problem Set #1: Problem Formulation *Homework Problem Set #2: Research Design *Analysis of Projectives In-Class Exercise
3	Jan 21 (C04)	Exploratory Research: Observation Survey Research: Survey Methods	<ul style="list-style-type: none"> Text Ch. 5, 8, 9 (276-279) 	<i>Submit Client and Project Topic by:</i> <ul style="list-style-type: none"> - 1 p.m. on Jan 20 for C04 - 1 p.m. on Jan 21 for C03
	Jan 22 (C03)	Survey Research: Questionnaire Design, Measurement and Scaling	<ul style="list-style-type: none"> Text Ch. 7, 6 (150-153; 163-185) 	*Questionnaire Design In-class Discussion Exercise *Examples of the Use of Scales In-class Discussion Exercise
4	Jan 28 (C04)	Survey Research: Sampling Design and Procedures	<ul style="list-style-type: none"> Text Ch. 11 	*Homework Problem Set # 3: Sampling Design
	Jan 29 (C03)	Survey Research: Sample Size Brief Review for Exam 2	<ul style="list-style-type: none"> Text Ch. 12 	* Sample Design In-class Discussion Exercise *Sample Size Example * Homework Problem Set # 4: Sample Size

CLASS SCHEDULE (CONTINUED)

Week	Date	Topics	Readings	In-Class Exercises/Homework
5	Feb 4 (C04) Feb 5 (C03)	EXAM # 1 and feedback on project		
6	Feb 1 (C04) Feb 12 (C03)	Ethical Issues in MR Data Analysis: Roadmap Data Analysis: Single Variable Analyses, Cross Tabs	<ul style="list-style-type: none"> • Text Ch. 13 (401-423, 429-430), 14 (442 – 448), Appendix 1B Reread Text Ch. 6 (150-153) 	<i>Submit Research Proposal by:</i> <ul style="list-style-type: none"> - 1 p.m. on Feb 10 for C04 - 1 p.m. on Feb 11 for C03 *Data Analysis Planning Exercise *Homework Problem Set # 5: Cross Tabs
7	Mid-Term Recess			
8	Feb 25 (C04) Feb 26 (C03)	Data Analysis: Regression	<ul style="list-style-type: none"> • Text Ch. 14 (442 – 461) • *Chapter on Regression uploaded to Avenue 	*Homework Problem Set # 6: Regression
9	Mar 4 (C04) Mar 5 (C03)	Causal Research	<ul style="list-style-type: none"> • Text Ch. 10 (295 – 324) 	<i>Submit Survey Proposal by:</i> <ul style="list-style-type: none"> - 1 p.m. on Mar 3 for C04 - 1 p.m. on Mar 4 for C03 * Experimental Design In-class Discussion Exercise * Homework Problem Set # 7: Experimental Design
10	Mar 11 (C04) Mar 12 (C03)	EXAM # 2 and feedback on project		

CLASS SCHEDULE (CONTINUED)

Week	Date	Topics	Readings	In-Class Exercises/Homework
11	Mar 18 (C04) Mar 19 (C03)	Overview of Project Presentation and Report; Fieldwork & Preparation and Analysis Strategy; Demo of Software for Single Variable Analyses, Cross Tabs and Regression Data Analysis Exercise	<ul style="list-style-type: none"> Text Ch. 13 (388 – 401), 15 	
12	Mar 25 (C04) Mar 26 (C03)	Data Analysis Exercise		
13	Apr 1 (C04) Apr 2 (C03)	PRESENTATIONS		<i>Upload Powerpoint presentation slides to Avenue by:</i> <ul style="list-style-type: none"> - 4.00 p.m. on Mar 31 for C04 - 4.00 p.m. on April 1 for C03
14	Apr 8 (C04)	FINAL REPORT PREPARATION		<i>Submit Final Report and Peer evaluation forms by:</i> <ul style="list-style-type: none"> - 4.00 p.m. on April 9 for C04 - 4.00 p.m. on April 10 for C03