Course Outline

Course Code	RSM 352 H1S
Course Name	Marketing Research
Term, Year	Winter, 2025
Course Meets	L0101: Thursday, 9:00 – 11:00, L0201: Thursday, 15:00 – 17:00
Web page URL	https://q.utoronto.ca

Instructor Details

Name	Email	Office Hours	Virtual Office Link
Dinara Akchurina	rsm352team@gmail.com	Thursday, 13:00 – 14:30 (or email for alternative time – I will do my best to accommodate you)	Book via MS Booking (Or email to schedule a meeting)

Course Description

Marketing research is studied from the perspective of the marketing manager. The course focuses on the initiation, design, implementation and interpretation of research as an aid to marketing decision-making. Case studies, group projects and in-class exercises will be used to provide students with practical research experience.

Learning Outcomes

After completing this course, students will be able to:
   a) Identify and select appropriate marketing research methodologies for specific business problems;
   b) Design and implement both qualitative and quantitative marketing research studies;
   c) Demonstrate in-depth understanding of the strengths and limitations of various marketing research methods;
   d) Critically assess the quality and applicability of marketing research conducted by external suppliers;

Through hands-on experience, students will conduct observational research, design and administer questionnaires, moderate focus groups, and perform data analysis using various statistical techniques. The guest speaker will provide examples of how principles learned in this course have been applied in real business situations.

Course Prerequisites

Course Prerequisites: ECO220Y1/ ECO227Y1/(STA220H1, STA255H1)/
(STA237H1, STA238H1)/(STA257H1, STA261H1)
Course Corequisites: RSM251H1/ RSM350H1

If you drop the corequisite course during the academic term during the academic term, you must also drop this course. Contact Rotman Commerce Academic Services for academic advising if needed.

Course Materials

Required course materials include the readings in the electronic course package and readings available on Quercus.

Required Readings Available on Quercus:
1. Ethnographic Research (McDaniel Jr & Gates, pp. 189-192)
2. Qualitative Data Collection Methods (Hair et al., pp. 81-92)
3. Designing the Questionnaire (Kumar et al, Ch 12)
4. Analyzing Quantitative Data (Wilson, Ch 10)
5. Conjoint Analysis (Malhotra, pp. 645-655)

Required Electronic Course Materials:
This course will be using the electronic course package that contains the following readings:

1. "Marketing Intelligence", HBS#8191
2. "Microsoft Office: Gaining Insight Into the Life of a College Student (B)", HBS#KEL655
3. "Advertising Experiments at RestaurantGrades", HBS#916-038
4. "Booking.com", HBS#619-015
5. "Amazon Shopper Panel: Paying Customers for their Data", HBS#521058

These materials can be purchased via following link: https://hbsp.harvard.edu/import/1242625

They will cost a total of USD$26.55. The use of these materials complies with all University of Toronto policies which govern fees for course materials.

Additional course resources including announcements, articles, lecture notes, and links to relevant websites are available on Quercus. You must log in to this website before the first class and regularly during the course in order to access them.

You are expected to read assigned cases before each scheduled class meeting (check the schedule for cases, which will also be announced in class), as the quality of discussion depends directly on your familiarity with the case content. For the other required readings, I do not expect you to read them beforehand; instead, I recommend reading them after class to reinforce materials introduced in lectures.

Evaluation and Grades

Grades are a measure of the knowledge and skills developed by a student within individual courses. Each student will receive a grade on the basis of how well they have command of the course materials, skills and learning objectives of the course.

Work	Percentage of grade	Due Date
Class Participation	15%	Ongoing
Group project report	25%	Electronic copy due February 12th
Group project presentation	10%	Electronic copy of slides due February 12th. Oral presentations take place February 13
Final Assessment/Exam	50%	During Faculty of Arts & Science Final Examination period

Course Format and Expectations

This course meets weekly in person, providing hands-on experience with various marketing research methods. Students should bring laptops to class meetings. While not primarily focused on mathematics or statistics, the course includes quantitative elements. The course emphasizes strong verbal and written communication skills, as these are crucial in marketing research. The instructor holds regular office hours to support students who need assistance with either mathematical concepts or communication skills.

Class Participation (15%)

The learning and quality of the class are directly related to your willingness and ability to contribute to class meetings. Students are expected to make every effort to attend every class. If you must miss a class, please notify the instructor beforehand with your reason for absence. By default, students who attend 11 or more sessions will receive 9 (out of 15) points for class participation. You can increase your grade through meaningful contributions during class sessions. On the other hand, you will receive fewer than 9 points if you miss classes, consistently arrive late or leave early, or disrupt the class.

In general, your contribution will be assessed based on the following components:
- The quality of your participation in case discussion sessions, for which you must read the assigned cases beforehand. Guidelines to help you prepare for case discussions will be provided in advance.
- Contributions during regular sessions, for instance, answering the instructor's questions or completing in-class assignments.
- Asking questions about course content that promote insightful discussion.
- Demonstrating attentiveness and respectful listening.

Note that quality, not quantity, of contribution matters most. Please feel free to raise an opinion or offer an analysis no matter how different it is from the emerging theme in the class. As always, civility and respect for others' opinions are essential in classroom debates.

For attendance tracking purposes, each student should sit in the same seat throughout the semester and display a name tag.

Group project report (25%) and presentation (10%)

The purpose of this project is for you to apply the knowledge learned in class to real-world marketing problems. You will follow report and presentation guidelines that will be provided on Quercus. The ability to follow directions is important for conducting effective marketing research.

You must work in groups of 5-6 students for this project. You should email your group members names by January 17th to the course email. Students who have not formed a group by then will be assigned to a group by the TA. Thereafter, students will not be able to switch groups

Peer Evaluation
Each student is required to submit a peer evaluation form by February 14th. The peer-evaluation is conducted to ensure that all students do their fair share of the work. You need to provide a peer evaluation for every member of your group (excluding yourself), rating your peer's contributions, using a scale of 0 (very low) to 5 (excellent). As this is a rating, not a ranking, if all members of your group have made strong contributions, you can rate them all with a 5. Note that any score below 4 must be accompanied by a short written explanation of why you marked your teammate with that score. All ratings and explanations will be confidential. I and the TA will consider the evaluation when assigning final grades to group project assignments. The failure to submit peer evaluation may impact your group project grades.

Written and Oral Communication Skills
Group project is intended to help you develop your communication skills. How well you communicate your ideas, in writing or orally, will be considered in the evaluation of the assignment. In your written assignments, you should aim for clarity, strong organization, concision, professionalism, and correct grammar. Your presentations should reflect strong planning and organization, clarity of speech, and an engaging demeanour. Sources, whether in written or presentation assignments, should always be correctly attributed.

Support is available through the RC Centre for Professional Skills (CPS) for students who would like help or feedback on their writing or speaking (presentations). CPS offers both individual and group appointments with trained writing instructors and presentation coaches who are familiar with the RC program and common types of business assignments. You can also access your college Writing Centres for help with written assignments.

You can book an appointment with a writing or presentation coach through the RC Centre for Professional Skills Writing Centre. For more information about writing centres, student supports, and study resources, see the [Writing and Presentation Coaching academic support page](#).

Working in Teams
Group project requires students to work in teams. Learning to work together in teams is a crucial transferrable skill you will use not only in your coursework, but also in your future careers. Support is available if you encounter common teamwork challenges such as:

- Team members feeling left out of the team.
- Team members not responding in a timely manner to communication.
- Division or quality of work among team members being unequal or unfair.

Consult the Centre for Professional Skills Teamwork Resources page for tips, strategies, and best practices. You can also book an appointment with a teamwork mentor through the RC Centre for Professional Skills Writing Centre. Teamwork mentors can help you resolve or mitigate conflict, strategize on planning, or improve team communication.

If you are a student registered with Accessibility Services, and extensions are one of your academic accommodations, consult with your Accessibility Advisor about the teamwork in this course.

Final Assessment/Exam (50%)

The final exam will be an assignment that covers material from the lectures, cases, and assigned readings. It may consist of short-answer and essay questions. It will be held during the final assessment period.

Missed Tests and Assignments
Students who miss a term test or assignment for reasons entirely beyond their control (e.g. illness) may request special consideration **within 2 business days** of the missed midterm/test/assignment due date.

In such cases, students must:

1. Complete the Request for Special Consideration form: https://uoft.me/RSMConsideration
2. Provide documentation to support the request, eg. Absence Declaration from ACORN, medical note etc.

Please note: As of September 2023, students may use the Absence Declaration on ACORN ***one time per term*** to report an absence and request consideration. **Any subsequent absence will require a Verification of Illness form or other similar relevant documentation.**

Students who do not submit their requests and documentation within 2 days may receive a grade of 0 (zero) on the missed course deliverable.

Students will be provided with a make-up assignment to replace the one they missed.

Final Exams: If you miss the final exam in this course for a legitimate reason (illness, etc) you will need to contact your College Registrar to file a petition for a deferred exam. This deferred exam will be written at a later date as established by the Faculty of Arts & Science. Instructions can be found here: https://www.artsci.utoronto.ca/current/faculty-registrar/petitions-appeals/preparing-petition

Late Assignments
All assignments are due on the date and at the time specified in Quercus. Assignments submitted after this date will not be accepted. Students who, for reasons beyond their control, are unable to submit an assignment by its deadline must obtain approval from the instructor for an extension. Supporting documentation will be required as per the policy on missed tests and assignments.

Statement on Equity, Diversity and Inclusion
The University of Toronto is committed to equity, human rights and respect for diversity. All members of the learning environment in this course should strive to create an atmosphere of mutual respect where all members of our community can express themselves, engage with each other, and respect one another's differences. U of T does not condone discrimination or harassment against any persons or communities.

Commitment to Accessibility

The University is committed to inclusivity and accessibility, and strives to provide support for, and facilitate the accommodation of, individuals with disabilities so that all may share the same level of access to opportunities and activities offered at the University.

If you require accommodations for a temporary or ongoing disability or health concern, or have any accessibility concerns about the course, the classroom or course materials, please email Accessibility Services or visit the Accessibility Services website for more information as soon as possible. Obtaining your accommodation letter may take up to several weeks, so get in touch with them as soon as possible. If you have general questions or concerns about the accessibility of this course, you are encouraged to reach out to your instructor, course coordinator, or Accessibility Services.

Plagiarism Detection

Normally, students will be required to submit their course essays to the University's plagiarism detection tool for a review of textual similarity and detection of possible plagiarism. In doing so, students will allow their essays to be included as source documents in the tool's reference database, where they will be used solely for the purpose of detecting plagiarism. The terms that apply to the University's use of this tool are described on the University's Plagiarism Detection Tool FAQ page from Centre for Teaching Support & Innovation.

Generative AI / ChatGPT

Students are allowed to use artificial intelligence tools, including generative AI, in this course as learning aids to prepare for class or to help produce group project assignment (written report and presentations). Any content produced by an artificial intelligence tool must be cited appropriately. Many organizations that publish standard citation formats are now providing information on citing generative AI (e.g., MLA: https://style.mla.org/citing-generative-ai/) Please note that while AI can be very helpful in improving the quality of writing and generating new ideas, AI could easily generate claims that sound plausible but clearly wrong to an expert. Students are ultimately accountable for the quality of work they submit.

Academic Integrity

Academic Integrity is a fundamental value essential to the pursuit of learning and scholarship at the University of Toronto. Participating honestly, respectfully, responsibly, and fairly in this academic community ensures that the U of T degree that you earn will continue to be valued and respected as a true signifier of a student's individual work and academic achievement. As a result, the University treats cases of academic misconduct very seriously.

The University of Toronto's Code of Behaviour on Academic Matters outlines the behaviours that constitute academic misconduct, the process for addressing academic offences and the penalties that may be imposed. You are expected to be familiar with the contents of this document. Potential offences include, but are not limited to:

In papers and assignments

- Using someone else's ideas or words without appropriate acknowledgement.

- Submitting your own work in more than one course without the permission of the instructor.

- Making up sources or facts.

- Obtaining or providing unauthorized assistance on any assignment (this includes collaborating with others on assignments that are supposed to be completed individually).

On test and exams

- Using or possessing any unauthorized aid, including a cell phone.
- Looking at someone else's answers.
- Misrepresenting your identity.
- Submitting an altered test for re-grading.

Misrepresentation

- Falsifying institutional documents or grades.
- Falsifying or altering any documentation required by the University, including (but not limited to) medical notes.

All suspected cases of academic dishonesty will be investigated by the procedures outlined in the *Code of Behaviour on Academic Matters*. If you have any questions about what is or is not permitted in the course, please do not hesitate to contact the course instructor. If you have any questions about appropriate research and citation methods, you are expected to seek out additional information from the instructor or other U of T or RC resources such as the RC Centre for Professional Skills, the College Writing Centres or the Academic Success Centre.

Email
At times, the course instructor may decide to communicate important course information by email. As such, all U of T students are required to have a valid UTmail+ email address. You are responsible for ensuring that your UTmail+ email address is set up and properly entered on ACORN. For more information visit the Information Commons Help Desk.

Forwarding your utoronto.ca email to a Gmail or other type of email account is not advisable. In some cases, messages from utoronto.ca addresses sent to Gmail accounts are filtered as junk mail, which means that important messages from your course instructor may end up in your spam or junk mail folder.

Recording Lectures
Lectures and course materials prepared by the instructor are considered by the University to be an instructor's intellectual property covered by the Canadian Copyright Act. Students wishing to record a lecture or other course material in any way are required to ask the instructor's explicit permission and may not do so unless permission is granted. Students who have been previously granted permission to record lectures as an accommodation for a disability are excepted. This includes tape recording, filming, photographing PowerPoint slides, Quercus materials, etc.

If permission for recording is granted by the instructor (or via Accessibility Services), it is intended for the individual student's own study purposes and does not include permission to "publish" them in any way. It is forbidden for a student to publish an instructor's notes to a website or sell them in any other form without formal permission.

Tentative Weekly Schedule

Session	Date	Topic	Readings
1	Jan 9	Introduction to Marketing Research	Marketing Intelligence
2	Jan 16	Observation & Ethnography & Social Media Listening	Ethnographic Research (McDaniel Jr & Gates, pp. 189 – 192)
By Jan 17th, 11:59 PM: Send your group members names to the course email			
3	Jan 23	Focus group & Interviews Case: **Microsoft Office (B)**	Qualitative Data Collection Methods (Hair et al., pp. 81-92) **Microsoft Office (B)**
4	Jan 30	Surveys & Questionnaire Design	Designing the Questionnaire (Kumar et al, Ch 12)
5	Feb 6	Sampling, Data Collection and Statistical Identification	Analyzing Quantitative Data (Wilson Ch 10)
6	Feb 13	Projects Presentation	
By Feb 14th, 11:59 PM: Submit Peer Evaluation forms			
Feb 20 Reading Week (no classes, get some rest!)			
7	Feb 27	Hypothesis Testing & Regressions	Review Stats Notes (+ Wilson Ch 10)
8	March 6	A/B Experiments (1) Case: **Advertising Experiments at RG**	**Advertising Experiments at RG**
9	March 13	A/B Experiments (2) Case: **Booking.com**	**Booking.com**
10	March 20	Conjoint Analysis	Conjoint Analysis (Malhotra , Ch 21, pp. 645 – 655)
11	March 27	Guest Speaker: Jordan Levitin (CEO, Levitin Insights & Strategy; former Senior Vice President Ipsos): "How To Find Stories in Data"	
12	April 3	Case: **Amazon Shopper Panel** Course Wrap Up	**Amazon Shopper Panel**
Final Assessment, Scheduled by Registrar's Office: April 11-28			

Please note that the last day you can drop this course without academic penalty is March 10, 2025.

Other Useful Links
- [Become a volunteer note taker](#)
- [Accessibility Services Note Taking Support](#)
- [Credit / No-Credit in RSM courses](#)
- [Rotman Commerce Academic Support](#)
- [Where to find teaching assistant opportunities](#)

URL links for print
- ACORN: http://www.acorn.utoronto.ca/
- Email Accessibility Services: accessibility.services@utoronto.ca
- Accessibility Services website: http://studentlife.utoronto.ca/as
- University's Plagiarism Detection Tool FAQ: https://uoft.me/pdt-faq
- The University of Toronto's Code of Behaviour on Academic Matters: http://www.governingcouncil.utoronto.ca/policies/behaveac.htm
- Information Commons Help Desk: http://help.ic.utoronto.ca/category/3/utmail.html
- Become a volunteer note taker: https://studentlife.utoronto.ca/program/volunteer-note-taking/
- Accessibility Services Note Taking Support: https://studentlife.utoronto.ca/service/note-taking-support/
- Credit / No-Credit in RSM courses: https://rotmancommerce.utoronto.ca/current-students/degree-requirements/credit-no-credit-option/
- Rotman Commerce Academic Support: https://rotmancommerce.utoronto.ca/current-students/academic-support/
- Book an appointment with a writing or presentation coach: http://uoft.me/writingcentres
- Writing and Presentation Coaching academic support page: https://rotmancommerce.utoronto.ca/current-students/academic-support/writing-and-presentation-coaching/
- Centre for Professional Skills Teamwork Resources page: https://rotmancommerce.utoronto.ca/teamwork-resources
- Book an appointment with a Teamwork Mentor: http://uoft.me/writingcentres