

	School of Business and Leadership
	MKTG 300
	Marketing Research
	Term: Winter 2025 Number of Credits: 3
Course Outline	

INSTRUCTOR: Sara McPhee-Knowles

E-MAIL: smcpheeknowles@yukonu.ca

OFFICE HOURS: Room A2433, Wednesdays, 1PM to 2PM or by appointment

CLASSTIME: Wed. 9AM to 11:50AM, Room A2406

DATE: January 8 to April 9, 2025

COURSE DESCRIPTION

Upon completion of this course students will be able to utilize a wide variety of research tools to make informed marketing and business decisions. In order to better understand customers, markets, and the environment in which they operate, and drawing from behavioral and developmental psychology, sociology, economics, and applied mathematics, students will learn to gather information from existing sources, critically evaluate research, and conduct primary research. And, during the course, students will be introduced to a variety of research methodologies and methods.

COURSE REQUIREMENTS

Prerequisite(s): MKTG 231, MATH 210, and COMM 200, or permission from the program.

EQUIVALENCY OR TRANSFERABILITY

Receiving institutions determine course transferability. Find further information at:

<https://www.yukonu.ca/admissions/transfer-credit>

LEARNING OUTCOMES

Upon successful completion of the course, students will be able to:

- Identify and consider significant Yukon characteristics (including political, economic, social, technological and demographic characteristics) that impact the community and economy.
- Identify management dilemmas and develop specific research questions that, when investigated, will help to inform decision making.
- Describe the attributes of various information sources (including primary, secondary and tertiary resources) and various research methodologies and methods, including:
 - qualitative and quantitative methodologies
 - interview, survey, experimental and data analysis (quantitative modelling) methods

- Access, analyze and apply scholarly research.
- Design, evaluate and use research tools, including interviews, surveys, experiments and data analysis (quantitative modelling), designed to inform marketing decision making.
- Create and present a marketing research plan.

COURSE FORMAT

Weekly breakdown of instructional hours

This hands-on, interactive course will apply problem-based and collaborative learning methods. Activities can range from instructor-led presentations, seminar-style discussions, student-led activities, experiential activities, field trips and/or panel discussions involving local businesses or others engaged in research. Students will have space to interact both with each other and their instructor. Students are expected to work together to learn and solve practical assignments.

Students will meet in class once a week for 3 hours. It is expected that this course will require 3-7 hours of additional time per week, with some variation throughout the term, spent on reading, reviewing modules, and completing assignments and a practical marketing research project. It is important to note that the time required will vary by individual.

Delivery format

This course will be delivered face-to-face in A2406.

EVALUATION

TCPS-2 certification	5%
Quizzes	20%
Problem statement definition	10%
Research plan	20%
Presentation on findings	20%
Individual report	15%
Leadership and engagement	10%
Total	100%

Students are encouraged to use AI in a socially responsible and respectful way. Any use of AI in preparing assignments must be accompanied by a statement explaining how AI was used to augment the student's own work and why.

Overview:

- **TCPS-2 Certification**
 - Students must complete an online module covering ethical research, at this link: <https://tcps2core.ca/welcome>

- **Quizzes**
- **Problem Statement Definition & Method**
 - In small groups, students will submit their problem statement based on the clients' management dilemma.
 - Students will also outline their anticipated method of data collection.
- **Research Plan**
 - In small groups, students will submit a plan that outlines the:
 - Research objective
 - Research instrument
 - Recruitment / sampling method
 - Timeline
 - Analysis method
- **Presentation on Findings**
 - In small groups, 15 - 20 minutes presentation on analysis and results.
- **Individual Report**
 - Students will submit an individual report on lessons learned from the course and the research project.
- **Leadership and Engagement**
 - Active participation in this course is mandatory. Students are expected to interact fully and completely and interact with other students and teachers in a positive manner.

COURSE WITHDRAWAL INFORMATION

Refer to the YukonU website for important dates.

TEXTBOOKS & LEARNING MATERIALS

Readings will be provided on Moodle by the instructor.

ACADEMIC INTEGRITY

Students are expected to contribute toward a positive and supportive environment and are required to conduct themselves in a responsible manner. Academic misconduct includes all forms of academic dishonesty such as cheating, plagiarism, fabrication, fraud, deceit, using the work of others without their permission, aiding other students in committing academic offences, misrepresenting academic assignments prepared by others as one's own, or any other forms of academic dishonesty including falsification of any information on any Yukon University document.

Please refer to Academic Regulations & Procedures for further details about academic standing and student rights and responsibilities.

ACCESSIBILITY AND ACADEMIC ACCOMMODATION

Yukon University is committed to providing a positive, supportive, and barrier-free academic environment for all its students. Students experiencing barriers to full participation due to a visible or hidden disability (including hearing, vision, mobility, learning disability, mental health, chronic or temporary medical condition), should contact [Accessibility Services](#) for resources or to arrange academic accommodations: access@yukonu.ca.

TOPIC OUTLINE

Week	Theme
1	Introduction to Marketing Research Theories and Ways of Knowing Research Literacy
2	Introduction on Methodology & Key Methodologies Research Process, Ethics and Yukon Context
3	Client Panel Q&A Defining the Research Question
4	Literature Review Secondary Sources
5	Research Methodologies
6	Research Methodologies
7	Research Methodologies Project Check-in
8	Data Collection
9	Data Analysis Ethical use of Data
10	Marketing Research Report - Overview
11	Applied Market Research
12	Presentations
13	Personal Reflection