



## Professors

<b>Name</b>	<b>Phone number</b>	<b>Office</b>	<b>Email</b>
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## 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. Lab #1 – 20% Lab #2 – 5% 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 Wed. Sept 9 Classes begin Mon. Oct 12 Thanksgiving Day – no classes Wed. Nov 11 Remembrance Day – no classes Thur. Dec 10 Last day of regularly scheduled classes		
Sept	06	Course Overview Review of the Research Process	Ch 03	
	14 / 16	Survey Research Introduction to SPSS	Ch 07	Introduction to SPSS Import Excel Data in to SPSS
	21 / 23	Measurement and Attitude Scaling Questionnaire Design	Ch 10 Ch 11	Questionnaire Design Data Coding / Database Design
	28 / 30	Sample Design and Procedures Review of Statistical Theory	Ch 12 Ch 13	Questionnaire Due Data Collection
Oct	05 / 07	Basic Data Analysis	Ch 14	Data Entry Data Analysis

## SKILLS ACROSS THE BUSINESS CURRICULUM

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