

Professors

Name	Phone number	Office	Email
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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

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