



# Business Administration

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| Course Number:          | <b>BUAD 210</b>  |
| Course Title:           | <b>INTRODUCTION TO MARKETING RESEARCH</b>  |
| Credits:                | 3  |
| Calendar Description:   | This course introduces research theory and methodology as they relate to effective decision-making in business. Emphasis is on research design in exploratory and qualitative research. Topics include secondary research and primary and qualitative research concentrating on interviewing, focus groups and observational research. Students develop the knowledge and skills necessary for research proposal writing, research design and report presentation. <i>(also offered by Distance Education)</i> |
| Semester and Year:      | <b>Winter 2016</b>   |
| Prerequisite(s):        | BUAD 116 with minimum grade of 60%   |
| Corequisite(s):         | No   |
| Prerequisite to:        | BUAD 344, 470  |
| Final Exam:             | Yes  |
| Hours per week:         | 3  |
| Graduation Requirement: | Required – Diploma and BBA, Marketing option   |
| Substitutable Courses:  | No   |
| Transfer Credit:        |  |
| Special Notes:          | Students with credit for BUAD 268 cannot take BUAD 210 for further credit  |
| Development Date:       | April 2009   |
| Revision Date:          |  |
| Chair's Approval:       |  |

**Professors**

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|------------------|----------------|----------------|--|
| Alan Rice        | 762-5445 #4879 | Kelowna: C240C | <a href="mailto:arice@okanagan.bc.ca">arice@okanagan.bc.ca</a>         |
| Michael Conyette | #2231          | Vernon: C339   | <a href="mailto:mconyette@okanagan.bc.ca">mconyette@okanagan.bc.ca</a> |

**Learning Outcomes**

Upon completion of this c



**Course Schedule**

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## **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 business, and academic standards of ethics, honesty and integrity.

## **STUDENT CONDUCT AND ACADEMIC HONESTY**

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### **What is the Disruption of Instructional Activities?**

At Okanagan College (OC), disruption of instructional activities includes student “conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study facilities of OC”, as well as conduct that leads to property damage, assault, discrimination, harassment and fraud. Penalties for disruption of instructional activities include a range of sanctions from a warning and/or a failing grade on an assignment, examination or course to suspension from OC.

### **What is Cheating?**

“Cheating includes but is not limited to dishonest or attempted dishonest conduct during tests or examinations in which the use is made of books, notes, diagrams or other aids excluding those authorized by the examiner. It includes communicating with others for the purpose of obtaining information, copying from the work of others and purposely exposing or conveying information to other students who are taking the test or examination.”

Students must submit independently written work. Students may not write joint or collaborative assignments with other students unless the instructor approves it in advance as a group/team project. Students who share their work with other students are equally involved in cheating.

### **What is Plagiarism?**

Plagiarism is defined as “the presentat.2(y)28ij EMC.2(nf)-13.1(o6p 0.568 T3.1(a)-12(t)-1.1D6p 0.568 /)-6.4 0.52.2(er)