





Indigenous Business Studies (INBU) 350

Indigenous Marketing and Data Collection and Analysis (Revision 1)

Status:

Replaced with new revision, see the [course listing](#)  for the current revision 

Delivery mode:

Individualized study online 

Credits:

3

Area of study:

Applied Studies (Business and Administrative Studies)

Prerequisites:

INBU 201

Precluded:

None

Challenge:

INBU 350 is not available for challenge.

Faculty:

Faculty of Business 

Overview

This course will explore consumer behaviour, community needs, market research, data collection and analysis, e-marketing, post-COVID-19 marketing strategies, and marketing to Indigenous communities (First Nations, Inuit, and Métis). Learners are encouraged to become active participants in learning about how marketing affects organizations, Indigenous Peoples, and themselves. First Nation examples will help students understand the practical relevance of theoretical applications. Marketers and community planners identify customer/community needs, develop new products and services, and promote them locally, nationally, and internationally. Students will be encouraged to develop applications for their communities and themselves. Data collection and analysis will include both qualitative and quantitative data and an understanding the strengths and limitations of each. Students will explore descriptive statistics, ways of presenting data with graphs and charts. Basic methods of sampling will also be introduced. Qualitative data will include using text and other qualitative sources to support market research and engagement, and develop community profiles to anticipate future needs of the Nation or organization. Markets considered will include internal and external markets; that is, consumers of products and community services and the regional and national marketplace, including Indigenous tourism, arts, culture, and so on. Keep in mind that the learnings apply not only to business and markets but also programs and program delivery. Research applies to community engagement, communications, and identification of community needs and priorities. This course will enable you to succeed in a variety of settings, including Indigenous organizations, social enterprises, private enterprise, community programs and services, and community economic development corporations. You will gain an in-depth understanding of consumer behaviour, e-marketing, marketing strategy, adaptation to change, and marketing research.



Important notice: Athabasca University recognizes that this course deals with sensitive topics that might trigger challenging emotional issues for some students. Students are reminded that they must participate within their own capabilities and limits. Students may discuss with the course professor to find support for their mental wellness. Neither the professor nor Athabasca University is responsible for any personal problems that should arise during the participation in this course.

Outline

- Lesson 1: Marketing Research in an Indigenous, Canadian, and Organizational Context for Managerial Decision Making in Existing and Emerging Markets
- Lesson 2: The Marketing Research Process, Secondary Data, and Ethics
- Lesson 3: Market Research Proposal in an Indigenous Context
- Lesson 4: Primary Data Collection—Observation, Experimentation, and Test Markets
- Lesson 5: The Concept of Measurement and Questionnaire Design
- Lesson 6: Sampling—Theory and Methods in an Indigenous and Canadian Market
- Lesson 7: Data Processing, Analysis, and Statistical Testing of Differences in Relationships
- Lesson 8: Designing a Culturally Appropriate Questionnaire and Survey Methods
- Lesson 9: Case Study—Secondary Market Research in a First Nation
- Lesson 10: Case Study—Strategic Use of Marketing to Build a First Nations Brand
- Lesson 11: Case Study—Conduct Data Analysis for Authentic and Sustainable Indigenous Tourism
- Lesson 12: Case Study—Use of Social Media to Conduct Market Research
- Lesson 13: Authentic Indigenous Products and Cultural Appropriation

Learning outcomes

After completing this course, students should be able to do the following:

- demonstrate knowledge and skills on market research, data collection, and analysis in an Indigenous and Canadian context
- exhibit management skills to plan, organize, design, direct, and control market research, collect secondary data in an Indigenous and Canadian marketplace

- draw on critical perspectives, of Indigenous ethical research design, research, analysis, and reporting
- demonstrate knowledge and skills of sampling, measuring, qualitative and quantitative research, analysis, reporting, and communicating
- demonstrate knowledge and skills of Indigenous holistic research, design, and analysis
- explain marketing and research in an Indigenous Peoples context in terms of consumer and community needs, values, and culture
- identify the ways in which cultural values, social responsibility, and nation building shape Indigenous business enterprises and community services in an Indigenous context

Evaluation

Your final grade in *INBU 350* is determined by a weighted average of the grades you receive on four written assignments and a final exam. To **receive credit** [↗](#) for *INBU 350*, you must achieve a minimum grade of 50 percent on **the final exam** and an overall grade of **D (50 percent)** [↗](#) or better for the entire course.

The weightings for each assignment and the exam are as follows:

Activity	Weight	Complete by
Assignment 1	15% of final grade	After Lesson 3
Assignment 2	20% of final grade	After Lesson 6
Assignment 3	15% of final grade	After Lesson 9
Assignment 4	20% of final grade	After Lesson 13
Final Exam	30% of final grade	After Lesson 13
Total	100%	

The **final examination** for this course must be requested in advance and written under the supervision of an AU-approved exam invigilator. Invigilators include either ProctorU or an approved in-person invigilation centre that can accommodate online exams. Students are responsible for payment of any invigilation fees. Information on exam request deadlines, invigilators, and other exam-related questions, can be found at the **Exams and grades** [↗](#) section of the Calendar.

Materials

Digital course materials

Links to the following course materials will be made available in the course:

McDaniel, C., Jr., & Gates, R. (2020). *Marketing research* (12th ed.). Wiley.

Important links

- › [Academic advising](#) [↗](#)
- › [Program planning](#) [↗](#)
- › [Request assistance](#) [↗](#)
- › [Support services at AU](#) [↗](#)

Athabasca University reserves the right to amend course outlines occasionally and without notice. Courses offered by other delivery methods may vary from their individualized study counterparts.

Opened in Revision 1, June 8, 2022

Updated October 7, 2025