

COURSE OUTLINE

COURSE NAME MARKETING RESEARCH 2

COURSE NUMBER MKTG 3441 DATE JANUARY 1994

Prepared by C.E. MARKETING DEPT. Taught to C.E.

School Business Program _____

Date Prepared NOVEMBER 1993 Option _____

Term ALL Hrs/Wk 3 Credits 3

No. of Weeks 12 Total Hours 36

PREREQUISITES

MKTG 2341 - MARKETING RESEARCH

COURSE OBJECTIVES

This course is designed to provide the student with an understanding of the role and scope of marketing research in Canadian business and a knowledge of the procedures and applications of marketing research within the business firm.

Its objective is to familiarize students with the practical application of research techniques in the business context.

EVALUATION

Final Examination	<u>25</u> %
Mid-Term	<u>20</u> %
Projects	<u>40</u> %
Laboratory/Written Assignments	<u>10</u> %
Other (1) Class Participation	<u>5</u> %

REQUIRED TEXT(S) AND EQUIPMENT

Research for Marketing Decision Making, Barnes, James G.
McGraw-Hill Ryerson Limited, 1991

REFERENCE TEXT(S) AND RECOMMENDED EQUIPMENT

1. **BCIT SPSSx USER's GUIDE**, BCIT Computer Resources
2. **BCIT CMS USER's GUIDE**, BCIT Computer Resources
3. **VM/CMS HANDBOOK**, Fosdick,, Howard
Hayden Books, 1987
4. **SPSSx MADE SIMPLE**, Henderson, John
Wadsworth, 1987
5. **SURVEY RESEARCH HANDBOOK**, Alreck, Settle
Irwin, 6th Edition

COURSE SUMMARY

By the end of the course, the student will experience preparing and presenting a comprehensive research report. To produce the report, the student will review and apply market research methods, and statistically evaluate data relating to a current topic. Students will learn the use of SPSS, an industry standard statistical computer application. Data analysis will include learning applications of statistics, not their calculation. Practical applications of research techniques in the areas of consumer behavior, product research and sales forecasting will be covered. Students will work in independent groups, but consolidate their research results into one consolidated, comprehensive report.

The focus of the course is how to conduct market research. The topic will be an actual study. The research methods used will be varied and interesting.

COURSE OUTLINE - MKTG 3441
(continued)

WEEK	LECTURE AND SEMINAR TOPIC	READINGS
1	SURVEY ADMINISTRATION Survey administrating and problems Preparing for the Survey Selecting a Sample Designing a Mail Survey Designing a Telephone Survey Designing a Qualitative Survey Administering a Focus Group Dat Preparation Editing Coding Data Entry Cleaning Data	Handout 1 Chapter 14 Pages 404-412
2	STATISTICAL TOOLS Statistical Package for Social Sciences (SPSS) Microcomputer Application Mainframe Application Data Analysis Dimensionality Purpose Measurement Scale	Handout 2 Chapter 15 Pages 419-422
3	DATA ANALYSIS-SINGLE VARIABLES Univariate Data Analysis Descriptive Statistics Hypothesis Testing	Chapter 15 Pages 422-442
4	DATA ANALYSIS Bivariate Data Analysis Chi-Square Contingency Correlation Analysis Summary of Data Analysis	Chapter 15 Pages 442-451
5	DATA ANALYSIS-MULTIPLE VARIABLES Basic Types of Multivariate Methods Dependence Methods of Analysis Multiple Regression Analysis Interdependence Methods of Analysis Factor Analysis Applications Cluster Analysis Multi-Dimensional Scaling	
6	MID TERM EXAM	

COURSE OUTLINE - MKTG 3441
(continued)

WEEK	LECTURE AND SEMINAR TOPIC	READINGS
7	COMMUNICATING THE RESEARCH RESULTS Written Report Purpose Principles Contents Visual Presentations Oral Presentations Attention to Detail	Chapter 17
8	PRODUCT AND SERVICE RESEARCH Product Research New Product Development New Product Development Process Ongoing Product Research Service Quality Research	Chapter 18
9	ADVERTISING RESEARCH Why do Advertising Research? What is the Advertising to Do? Setting Advertising Objectives Developing Creative Strategy Copy Testing Advertising Pretesting Advertising Post-Testing Media Research	Chapter 19
10	ISSUES AND THE FUTURE Ethical Considerations Rights of the General Public Rights of Respondents Rights of Clients Rights of Researchers Other Issues Future of Marketing Research	Chapter 20
11	ORAL REPORT PRESENTATIONS	
12	FINAL EXAMINATIONS Projects Due NOTE: 1. The items and the weeks they are scheduled will vary to meet learning requirements. 2. Students will be required to learn the basic usage of SPSS, but are not expected to become totally conversant with SPSS nor with mainframe or micro computers. 3. Research projects will be conducted in group activity settings.	

COURSE OUTLINE - MKTG 3441
(continued)

WEEK	MATERIAL COVERED	REFERENCES
1	Survey administration and problems Data preparation Editing Coding Date Entry Cleaning Data	Handout 1 Chapter 14 Pages 404-412
2	SPSS (Computer application) Data Analysis	Handout 2 Chapter 15 Pages 419-442
3	Univariate Data Analysis Descriptive Statistics Hypothesis Testing	Chapter 15 Pages 422-442
4	Bivariate Data Analysis Chi-Square Contingency Test Correlation Analysis	Chapter 15 Pages 442-451
5	Multivariate Data Analysis Two Basic Types of Multivariate Methods Dependence Methods of Analysis Interdependence Methods of Analysis	Chapter 16
6	MID-TERM EXAM	
7	The Research Report	Chapter 17
8	Applications: Product and Service Research	Chapter 18
9	Applications: Advertising Research	Chapter 19
10	Issues and the Future	Chapter 20
11	ORAL REPORT PRESENTATION(S)	
12	FINAL EXAM Projects Due	