

## BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY COURSE OUTLINE

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**COURSE NAME:** Marketing Research 1

**COURSE NUMBER :** MKTG309

**Prepared by:** Terence Winder 2309

**School:** Business

**Program:** Marketing

**Date Prepared:** Aug 1994

**DATE:** September 1994

**Taught to:** Second Year

**School:** Business

**Program:** MKTG/OP MGT

**Option:** Real Estate, Mkt. Comm.  
& Int'l Trade

**Term 3**

**Number of weeks:** 13

**Hours/week:** 2 x lect. 2 x lab = 4 hours

**Total hours:** 52 hours

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**Instructor:** Terry WINDER

**Office:** SE6 (IBM) 304 Local 6768

**Office Hours:** As posted outside office door. Additional times by appointment

**Phone:** 451 6768.

**Fax:** 439 6700

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**PREREQUISITES:** First Year Marketing Program, or its equivalent.

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### COURSE OBJECTIVES:

Upon successful completion of this course, the student will be able to:

- Outline the basic steps of the marketing research process.
- Describe different methods of conducting background (exploratory) research.
- Identify, locate, and use sources of secondary data.
- Evaluate the basic methods of collecting primary data; mail, telephone, personal, focus groups, and observation.
- Explain several experimental research designs that can be used to verify "cause and effect".
- Develop an effective questionnaire.
- Estimate an appropriate sample size, for a given survey situation.
- Select a sample, using a suitable sampling method.
- Explain the subsequent research steps (to be continued, in the following term) to prepare for fieldwork, data analysis, and final report presentation.

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### EVALUATION:

Mid-Term Exam	20 %
Final Exam	30%
Assignments	10 %
Written Project	30 %
Labs	10 %
Total . . . .	100%

**NOTE:** Lab attendance rules  
from BCIT calendar apply  
(maximum of 2 absences from  
Labs will be allowed).

**REQUIRED TEXT:**

MARKETING RESEARCH IN CANADA;

Darmon, Laroch, McGown;

Gage Publishing 1989

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**REFERENCE TEXTS:**

Marketing Research Methodological Foundations. Gilbert A. Churchill Jr.,  
Holt Rinehart and Winston, 2nd Edition.

Marketing Research-An Applied Approach. Thomas C. Kinnear, James R.  
Taylor, McGraw-Hill Inc.

Marketing Research. David J. Luck, Hugh G. Wales, Donald A. Taylor,  
Prentice-Hall Inc., 5th Edition.

Marketing Research. David A. Aaker, George S. Day, Wiley & Sons Inc.

Research for Marketing Decisions. Paul E. Green, Donald S. Tull, Prentice-  
Hall Inc., 4th Edition.

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**COURSE SUMMARY:**

This course introduces students to the role and scope of marketing research, as well as to the procedures and applications of marketing research. Lectures are common to all marketing students; labs, however, will focus on applications to the students' projects for their particular option.

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**COURSE SCHEDULE:****WEEK****NUMBER: MATERIAL COVERED:****REFERENCES:**

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| 1.   | INTRODUCTION - course, instructor, labs, schedule, evaluation.   |        |
| 2.   | OVERVIEW OF MKTG. RESEARCH - marketing research in Canada, users/doers, kinds of marketing research done.  | CHP. 1 |
| 3.   | MKTG. INFORMATION SYSTEM - kinds of studies required, data sources, research process.  | CHP. 2 |
| 4.   | CLARIFYING the MKTG. PROBLEM - scientific method, steps to identify research objectives, how to avoid "non-research".                                | CHP. 3 |
| 5.   | RESEARCH DESIGN - alternate designs, qualitative research, focus groups, experiments   | CHP. 4 |
| 6, 7 | SECONDARY DATA - internal and external sources of secondary data, library research, advantages and disadvantages of using secondary data in research | CHP. 5 |
| 7    | Mid-Term Exam (in-class)   | EXAM   |

8, 9	PRIMARY DATA - sources, types of data sought methods of gathering the data, how to decide which survey method to use, different methods of Observation.	CHP. 6
9, 10	QUESTIONNAIRE DESIGN - steps in designing a questionnaire, characteristics of a good questionnaire.	CHP. 8
11	MEASUREMENT METHODS - types of scales that can be used, and their relative merits.	CHP. 9
12	SAMPLING - methods of selecting a sample, how to determine sample size.	CHP. 10
13	ADMINISTERING THE SURVEY - how to handle interviewer and respondent problems.	CHP. 7
14	REVIEW WEEK (available for questions/review)	
15	FINAL EXAMINATIONS (December 12-16)	

**NOTE:** This schedule is somewhat *tentative* - holidays, and the actual availability of any "guest lecturers", may prevent a particular lecture from being delivered on the exact week shown above.

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#### IMPORTANT DATES:

30 Sept.	- Submit Names of your Group Members / Project Outline
18 Oct.	- Mid Term Exam (worth 20%)
28 Oct.	- Exploratory Study/Background/Objectives (worth 10%)
15 Nov.	- Questionnaire Completed (worth 10%)
06 Dec.	- Final Written Report (worth 10%)
[ ] Dec.	- Final Exam (worth 30%)
various	- Assignments throughout the semester (worth 10%)

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#### PROJECT MARKS:

Group members may elect to adjust the project mark for each group member, to reflect the relative contribution of group members. To do this, a majority of group members must agree to it. Then, each member will submit an "adjustment" mark for each of the *other* members of the group. This "adjustment" mark may range anywhere from (-)10 to (+)5 but the net of all marks you assign must be "zero".

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