



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

School of Business

Program: Marketing

Option: Real Estate, Mkt. Comm./Intl. Trade/Trans.
Dist.

Course Outline Part A

MKTG 2309

Marketing Research 1

Hours/Week:	4	Total Hours:	56	Term/Level:	3
Lecture:	2 hours	Total Weeks:	14	Credits:	
Lab:	2 hours				
Other:					

Prerequisites

MKTG 2309 is a Prerequisite for:

Course No. Course Name

Course No. Course Name

First Year Marketing Program, or its equivalent.

Course Goals

Course Description

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.

Evaluation

Mid-Term Exam	20%	NOTE: Lab attendance rules from BCIT calendar apply (maximum of 2 absences from Labs will be allowed).
Final Exam	30%	
Assignments	10%	
Written Project	30%	
Labs	10%	
TOTAL	100%	

Course Outcomes and Sub-Outcomes

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.

Course Record

Developed by: _____
Instructor Name and Department (signature)

Date: _____

Revised by: _____
Instructor Name and Department (signature)

Date: _____

Approved by: _____
Associate Dean / Program Head (signature)

Start Date: _____



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Course Outline Part B

MKTG 2309

Marketing Research 1

Effective Date

September, 1995

Instructor(s)

Terry Winder
Robert Duncan

Office No.: SE6 (IBM) 304

Phone: 451-6768

Fax: 439-6700

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

Text(s) and Equipment

Required:

Marketing Research: Methods and Canadian Practice. Chakrapani, Deal. Prentice-Hall, 1992.

Recommended:

Marketing Research in Canada. Darmon, Laroch, McGowan. Gage Publishing, 1989.

Marketing Research Methodological Foundations. Gilbert A. Churchill Jr. Hold 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, Gerooge S. Day. Wiley & Sons Inc.

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

Assignment Details

Important Dates:

26 Sept.	Submit Names of your Group Members/Project Outline
24 Oct.	Mid Term Exam (worth 20%)
31 Oct.	Exploratory Study/Background/Objectives (worth 10%)
14 Nov.	Questionnaire Completed (worth 10%)
05 Dec.	Final Written Report (worth 10%)
00 Dec.	Final Exam (worth 30%)
Various	Assignments throughout the semester (worth 10%)



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Schedule

MKTG 2309

Marketing Research 1

Week Number	Home Material Covered	References
1	<i>Introduction</i> - course, instructor, labs, schedule, evaluation	
2	<i>Overview of Mktg. Research</i> - marketing research in Canada, users/doers, kinds of marketing research done	Chapter 1
3	<i>Mktg. Information System</i> - kinds of studies required, data sources, research process	Chapter 1
4	<i>Clarifying the Mktg. Problem</i> - scientific method, steps to identify research objectives, how to avoid "non-research"	Chapter 2
5	<i>Research Design</i> - alternate designs, qualitative research, focus groups, experiment	Chapter 3
6, 7	<i>Secondary Data</i> - internal and external sources of secondary data, library research, advantages and disadvantages of using secondary data in research	Chapter 24
7	Mid Term Exam (in-class)	Exam
8, 9	<i>Primary Data</i> - sources, types of data sought methods of gathering the data, how to decide which survey method to use, different methods of Observation	Chapters 5&6
9, 10	<i>Questionnaire Design</i> - steps in designing a questionnaire, characteristics of a good questionnaire.	Chapter 7
11	<i>Measurement Methods</i> - types of scales that can be used, and their relative merits.	Chapter 6
12	<i>Sampling</i> - methods of selecting a sample, how to determine sample size.	Chapter 6
13	<i>Administering the Survey</i> - how to handle interviewer and respondent problems.	Chapter 8
14	<i>Review Week</i> (available for questions/review).	
15	Final Examinations (December 11–15).	

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.