



DEC 04 1997

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Course Outline Part A

School of Business

Program: Marketing

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

MKTG 2309**Marketing Research 1**

| | | | | | |
|--------------------|-----------------|---------------------|----|--------------------|---|
| Hours/Week: | 3 | Total Hours: | 56 | Term/Level: | 3 |
| Lecture: | 2 hours | Total Weeks: | 14 | Credits: | |
| Lab: | 1 hour | | | | |
| Other: | 1 hour tutorial | | | | |

Prerequisites**MKTG 2309 is a Prerequisite for:****Course No. Course Name**

First Year Marketing Program, or its equivalent.

Course No. Course Name

MKTG 3409 Marketing Research 2

Course Goals

The goal of this course is to equip students with the skills and abilities to design, plan and execute a quantitative marketing research study.

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% |
| Final Exam | 25% |
| Assignments | 10% |
| Written Project | 35% |
| Labs | 10% |
| TOTAL | 100% |

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

In order to receive credit for assignments, the written project and labs, you must achieve a *combined* mark of 50% on the mid-term and final exams.

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, including the Internet and other on-line resources.
- 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.
- Design, plan and execute 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: _____



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

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Course Outline Part B

MKTG 2309

Marketing Research 1

Effective Date

September, 1997

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:

Exploring Marketing Research. William G. Zikmund. 6th Edition, 1997.

Recommended:

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

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, Geroge S. Day. Wiley & Sons Inc.

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

Assignment Details

Important Dates (Week of):

| | |
|----------|--------------------------------------------------------------------------|
| 22 Sept. | Submit Names of your Group Members/Project Outline |
| 27 Oct. | Exploratory Study/Background/Objectives/Questionnaire Design (worth 10%) |
| 27 Nov. | Final Written Report (worth 20%) |



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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 <i>Role of Marketing Research</i> | Chapter 1 |
| 2 | <i>Overview of Marketing Research</i> — marketing information system | Chapters 3, 4 |
| 3 | <i>Clarifying the Marketing Problem</i> — steps to identify research objectives, exploratory research, research proposal | Chapters 5, 6 |
| 4 | <i>Secondary Data</i> — sources and uses | Chapters 2, 7 |
| 5 | <i>Research Designs for Collecting Primary Data</i> | Chapters 8–12 |
| 6 | Mid-Term Exam | |
| 7 | Measurement Scales and Questionnaire Design | Chapters 13–15 |
| 8 | <i>Sampling</i> — methods of sampling; sample size | Chapters 16, 17 |
| 9 | <i>Fieldwork, Editing and Coding</i> | Chapters 18, 19 |
| 10–12 | <i>Data Tabulation and Analysis</i> | Chapters 20, 21 |
| 13 | <i>Writing and Presenting Effective Research Reports</i> | Chapter 25 |
| 14 | <i>Review Week</i> — available for questions (review) | |
| 15 | Final Examinations | |

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.