



OCT 25 1999

Course Outline**MKTG 2309**
Marketing Research 1

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Operating Unit: Business

Program: Marketing

Option: Sales, Sm. Bus., Real Estate, Mkt.
Comm./Intl. Trade/Trans. Dist.**Start Date:** September, 1999**End Date:****Course Credits:****Term/Level:** 3**Total Hours:** 56**Total Weeks:** 14**Hours/Week:** 4 **Lecture:** 2 **Lab:** 1 **Shop:** **Seminar:** **Tutorial:** 1**Prerequisites****MKTG 2309 is a Prerequisite for:****Course No.** **Course Name****Course No.** **Course Name**

First Year Marketing Program, or its equivalent

MKTG 3409 Marketing Research 2

Course Calendar 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.

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.

Evaluation

Mid-Term Exam	25%
Final Exam	30%
Written Project	35%
Labs/Assignments	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 Learning Outcomes/Competencies

Course Learning Outcomes/Competencies

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.
- 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 Content Verification

I verify that the content of this course outline is current, accurate, and complies with BCIT Policy.

Program Head/Chief Instructor

Date

Note: Should changes be required to the content of this course outline, students will be given reasonable notice.



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Marketing Research 1

Instructor(s)

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	times by appointment.	

Learning Resources

Required:

Marketing Research, Burns & Bush, Prentice Hall, 1998, 2nd Edition.

Recommended:

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

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. Kinneer, 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.

Assignment Details

Important Dates (Week of):

23 Sept.	Submit Names of your Group Members/Project Outline
22 Oct.	Exploratory Study/Background/Objectives/Questionnaire (worth 10%)
	Oral Presentation Week
29 Nov.–2 Dec.	Final Report Due (20%); Oral Presentation (5%). Both due in Lab period.



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Schedule

MKTG 2309

Marketing Research 1

Week of/ Number	Outcome/Material Covered	Reference/ Reading
1	<i>Introduction</i> — course, instructor, labs, schedule, evaluation <i>Role of Marketing Research</i>	Chapters 1–2
2	<i>Overview of Marketing Research</i> — marketing information system <i>Clarifying the Marketing Problem</i> — steps to identify research objectives, exploratory research, research proposal	Chapters 3–4
3/4	<i>Research Designs</i> <i>Secondary Data</i> — sources and uses <i>Internet Data Gathering</i>	Chapters 5–7
5	<i>Questionnaire Design</i>	Chapters 9–11
6	Mid-Term Exam	
7/8	<i>Sampling</i> — methods of sampling; sample size <i>Fieldwork, Editing and Coding</i>	Chapters 13–14
9/10	<i>Data Tabulation and Analysis</i>	Chapters 15–18
11	<i>Writing and Presenting Effective Research Reports</i>	Chapter 19
12	<i>Review Week</i> — available for questions (review)	
13	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.