

# BCIT



9144

Course Code: MKTG 2309

Course Name: Marketing Research 1

Instructor:

Date: 200130

# Mktg 2309 - Marketing Research I

## Simplified Course Outline

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### 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.

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### 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.

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### Evaluation

Mid-Term Exam	25%
Final Exam	30%
Term Project	35%
Labs/Assignments	10%
TOTAL	100%

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### Important Notes on Course Grading

- 1) Lab attendance rules from BCIT Calendar apply: Maximum 2 absences from labs will be allowed
  - 2) In order to receive credit for assignments, the written project and labs, you must achieve a combined average mark of 50% on the mid-term and final exams
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### 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.

- 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.

#### Textbook:

Required:

*Marketing Research*, Burns & Bush, Prentice Hall, 2000, 3rd Edition.

#### Important Dates (Week of):

24 Sep - Submit Names of your Group Members/Project Outline

22 Oct - Exploratory Study/Background/Objectives/Questionnaire  
(worth 10%)

26 Nov - Written Report Due (20%); Oral Presentation (5%)

#### Course Schedule

Week Number	Material Covered	References
1/2	<i>Introduction</i> — course, instructor, labs, schedule, evaluation  <i>Role of Marketing Research</i>	Chapter 1, 2
2/3	<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
4/5	<i>Research Designs</i>  <i>Secondary Data - Sources &amp; Uses</i>	Chapters 5–7
6	<i>Questionnaire Design</i>	Chap 9–11
7	<b>Mid-Term Exam</b>	

8/9	<i>Sampling</i> — methods of sampling; sample size <i>Fieldwork, Editing and Coding</i>	Chap12–14
10/11	<i>Data Tabulation and Analysis</i>	Chap 15
12	<i>Writing and Presenting Effective Research Reports</i>	Chap 19
13	<i>Emerging Trends/Specialized Topics (TBD)</i>	
14	<i>Review Week</i> — available for questions (review)	
15	<b>Final Examination - covers chapters 11-15, 19</b>	Chap 11-15, Chap 19