



A POLYTECHNIC INSTITUTION

School of
Program: Business
Option: Marketing Management

MKTG 2309
Marketing Research

Start Date:	September 7, 2005	End Date:	December 16, 2005
Total Hours:	60	Total Weeks:	15
Hours/Week:	4.0	Lecture:	2.0
		Lab:	2.0
		Shop:	
		Seminar:	
		Other:	

Prerequisites

Course No.	Course Name
	Successful completion of level 1 & 2

MKTG 2309 is a Prerequisite for:

Course No.	Course Name
MKTG 4418	Directed Studies

v Course Description

The goal of this course is to provide students with tools to both implement and manage market research projects from start to finish in order to provide solutions and intelligence for strategic decision making.

v Evaluation

Midterm Exam	20%
Final Exam	30%
Industry Project assignments	40%
Labs/Participation	10%
TOTAL	100%

Comments: Failure to achieve 50% or more on: the combination of the exams (midterm + final), and the individual assignments/participation marks; will require 0% being assigned for all other group projects and assignments, resulting in a failing grade for this course.

v Course Learning Outcomes/Competencies

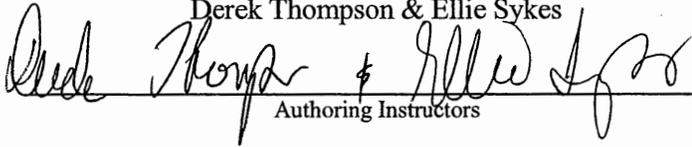
Upon successful completion of this course, the student will be able to:

- Outline the basic steps of the marketing research process
- Describe different methods of conducting background exploratory research & situation analysis
- Identify, locate and use sources of secondary data, including the Internet and other on-line resources
- Evaluate the basic methods of collecting primary quantitative data: mail, telephone, in-person, web-based, and observation
- Estimate an appropriate sample size for a given survey situation
- Select a sample using a suitable sampling method
- Develop an effective questionnaire
- Understand the role of qualitative research and execute a focus group
- Design, plan, and execute fieldwork
- Conduct data analysis
- Communicate research findings in a written report and oral presentation
- Understand the basic principle of tactical competitive intelligence research

v Verification

I verify that the content of this course outline is current.

Derek Thompson & Ellie Sykes



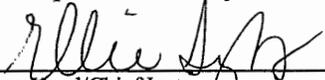
Authoring Instructors

Aug 27, 2005

Date

I verify that this course outline has been reviewed.

Derek Thompson & Ellie Sykes



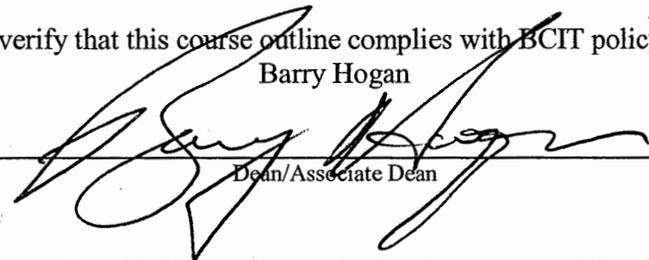
Program Head/Chief Instructor

AUG 27, 2005

Date

I verify that this course outline complies with BCIT policy.

Barry Hogan



Dean/Associate Dean

Aug. 31/05.

Date

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

v Instructors

Ellie Sykes

Office: SE6-304 Phone: 604-451-6768
Office Hrs.: See website E-mail: esykes2@my.bcit.ca
Website: www.business.bcit.ca/contact/ellie_sykes.shtml

Derek Thompson

Office: SE6-304 Phone: 604-451-6768
Office Hrs.: See website E-mail: Derek_Thompson@bcit.ca
Website: www.business.bcit.ca/contact/derek_thompson.shtml

v Learning Resources

Required: *Exploring Marketing Research, 8e, William G. Zikmund, Thomson, 2003*
(Particular Chapters/Pages for reading will be assigned in the first week of class.)

Recommended: MKTG 2309 Course Web Page on myBCIT (<http://my.bcit.ca>)

v Information for Students

Assignments: Late assignments, lab reports or projects will **not** be accepted for marking unless otherwise specified by the instructor. Assignments must be done on an individual basis unless otherwise specified by the instructor.

Makeup Tests, Exams or Quizzes: There will be **no** makeup tests, exams or quizzes. If you miss a test, exam or quiz, you will receive zero marks. Exceptions may be made for **documented** medical reasons or extenuating circumstances. In such a case, it is the responsibility of the student to inform the instructor **immediately**.

Ethics: BCIT assumes that all students attending the Institute will follow a high standard of ethics. Incidents of cheating or plagiarism may, therefore, result in a grade of zero for the assignment, quiz, test, exam, or project for all parties involved and/or expulsion from the course.

Attendance: The attendance policy as outlined in the current BCIT Calendar will be enforced. Attendance will be taken at the beginning of each laboratory session. Students not present at that time will be recorded as absent. Lab attendance is mandatory. Missing more than 2 labs may result in failure to achieve credit for the course. Attendance in lectures is expected. Surprise quizzes in lecture may also serve the purpose of an attendance log for such lectures.

Illness: A doctor's note is required for any illness causing you to miss assignments, quizzes, test, projects or exam. At the discretion of the instructor, you may complete the work missed or have the work prorated (i.e. an average is given according to your performance throughout the course).

Attempts: Students must successfully complete a course within a maximum of three attempts at the course. Students with two attempts in a single course will be allowed to repeat the course only upon special written permission from the Associate Dean. Students who have not successfully completed a course within three attempts will not be eligible to graduate from the appropriate program.

Course Outline Changes: The material or schedule specified in this course outline may be changed by the instructor. If changes are required, they will be announced in class.

v Important Dates

Semester Start	Wednesday, Sept 7 th , 2005
Shinerama (no classes)	Wednesday, Sept 28 th , 2005
Mid Term Exam	Thursday, Oct 20 th , 2005
Thanksgiving Holiday (no classes)	Monday, 10 th October, 2005
Remembrance Day Holiday (no classes)	Friday, 11 th November, 2005
Last Day of Classes	Friday December 9 th , 2005
Final Exam Week	December 12 th -16 th , 2005

v Term Project Details

Full details regarding the Term Project will be handed out in the first week of class. Marks breakdown for Term Project:

Proposal	5%
Interim Presentation	5%
Final Written Report	25%
Final Presentation	5%

Schedule

Week Number	SEMINAR	ON LINE LAB	THINK TANK	Important Dates
Week 1	September 8, 2005 <ul style="list-style-type: none"> ▪ INTRODUCTION TO MARKETING RESEARCH ▪ OVERVIEW OF COURSE ▪ OVERVIEW OF PROJECT 			
Week 2	September 15, 2005 <ul style="list-style-type: none"> ▪ SITUATION ANALYSIS ▪ RFP AND PROPOSAL WRITING ▪ MARKETING PROBLEM AND RESEARCH OBJECTIVES ▪ SECONDARY RESEARCH 	Online secondary research (Euromonitor)	Term project workshop	
Week 3	September 22, 2005 <ul style="list-style-type: none"> ▪ QUALITATIVE RESEARCH ▪ QUALITATIVE ANALYSIS ▪ OBSERVATION RESEARCH 	Defining problems and research objectives	Library orientation - online resources	
Week 4	September 29, 2005 <ul style="list-style-type: none"> ▪ SURVEY RESEARCH ▪ DATA COLLECTION METHODOLOGIES 	Online qualitative research Exercise: online secondary research	Exercise: Focus group (team 1)	Shinerama – no classes on Wednesday Industry Project Proposal Due by end of Lecture Thursday
Week 5	October 6, 2005 <ul style="list-style-type: none"> ▪ FOCUS GROUP FEEDBACK ▪ SAMPLING 	Online data collection	Exercise: Focus group (team 2)	
Week 6	October 13, 2005 <ul style="list-style-type: none"> ▪ QUESTIONNAIRE DESIGN 	Sampling plans	Exercise: Data collection methods	
Week 7	October 20, 2005 <ul style="list-style-type: none"> ▪ MIDTERM IN LECTURE PERIOD 	Questionnaire design workshop	Questionnaire pick-apart	
Week 8	October 27, 2005 <ul style="list-style-type: none"> ▪ EXAM FEEDBACK ▪ PROJECT REVIEW ▪ ETHICS 	Interim project presentations (5%)	Questionnaire pretesting	

Week Number	SEMINAR	ON LINE LAB	THINK TANK	Important Dates
Week 9	November 3, 2005 <ul style="list-style-type: none"> ▪ FIELDWORK ▪ EDITING AND CLEANING DATA 	Intro To SPSS	Project Workshop	Thanksgiving Holiday (Monday)
Week 10	November 10, 2005 <ul style="list-style-type: none"> ▪ DATA ANALYSIS ▪ CODING ▪ STATISTICS REVIEW ▪ DIRECTED STUDIES BRIEFING 	More SPSS	Exercise: Data Interpretation	
Week 11	November 17, 2005 <ul style="list-style-type: none"> ▪ COMMUNICATING RESEARCH RESULTS 	Cross Tabs And Graphs	Code Creation And Coding	
Week 12	November 24, 2005 <ul style="list-style-type: none"> ▪ INTRODUCTION TO COMPETITIVE INTELLIGENCE 	Project Presentations	Project Presentations	PROJECT PPT DUE IN FIRST LAB FOR ALL TEAMS
Week 13	December 1, 2005 <ul style="list-style-type: none"> ▪ FORENSIC CI ▪ CI REPORTING 	CI Lab	CRITIQUE PRESENTATIONS	
Week 14	December 8, 2005 <ul style="list-style-type: none"> ▪ EXAM REVIEW 	CI Lab	CI Lab	FINAL REPORT DUE IN LECTURE
Week 15	FINAL EXAM SCHEDULED DURING EXAM PERIOD			