



A POLYTECHNIC INSTITUTION

School of

Program: Business

Option: Marketing Management

**MKTG 2309****Marketing Research**

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<b>Start Date:</b>	September 5, 2006	<b>End Date:</b>	December 15, 2006
<b>Total Hours:</b>	60	<b>Total Weeks:</b>	15
<b>Hours/Week:</b>	4.0	<b>Lecture:</b>	2.0
		<b>Lab:</b>	2.0
		<b>Term/Level:</b>	3
		<b>Course Credits:</b>	4.0
		<b>Shop:</b>	
		<b>Seminar:</b>	
		<b>Other:</b>	

**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
MTKG3409	Marketing Research 2

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**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%	<b>Comments:</b> 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.
Final Exam	30%	
Term Project	30%	
Labs Exercises	20%	
<b>TOTAL</b>	<b>100%</b>	

**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

v Verification

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

Karen Plesner & Christine Vandebeek

  
\_\_\_\_\_  
Authoring Instructors

  
\_\_\_\_\_  
Authoring Instructors

Aug 31/06 31 Aug 06.  
\_\_\_\_\_  
Date

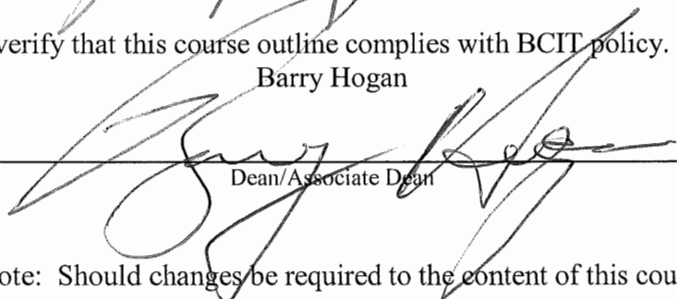
I verify that this course outline has been reviewed.

  
\_\_\_\_\_  
Program Head/Chief Instructor

Aug 31/06  
\_\_\_\_\_  
Date

I verify that this course outline complies with BCIT policy.

Barry Hogan

  
\_\_\_\_\_  
Dean/Associate Dean

Aug 31/06.  
\_\_\_\_\_  
Date

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

v Instructors

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Christine Vandebeek

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## v Learning Resources

**Required:** *Marketing Research, 5e*, Burns & Bush, Pearson, 2006

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

## v Information for Students

**Grades:** 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.

**Assignments:** Late assignments, lab reports or projects will not be accepted for marking. 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, provide documentation and to obtain the instructor's permission for an alternate test in writing.**

**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 in lectures and labs is mandatory. Students not present at the time attendance is taken will be recorded as absent. Attendance will be taken at the beginning of each laboratory session. Missing more than 2 labs may result in failure to achieve credit for the course. Your contributions in all computer and classroom labs count towards your Lab Exercises grade.

**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

<b>Semester Start</b>	Wednesday, Sept 6 <sup>th</sup> , 2006
<b>Shinerama / Amazing Race (no classes)</b>	Wednesday, Sept 27 <sup>th</sup> , 2006
<b>Mid Term Exam</b>	Thursday, Oct 26 <sup>th</sup> , 2006
<b>Thanksgiving Holiday (no classes)</b>	Monday, Oct 9 <sup>th</sup> , 2006
<b>Remembrance Day Holiday (no classes)</b>	Monday, Nov 13 <sup>th</sup> , 2006
<b>Last Day of Classes</b>	Thursday, Dec 7 <sup>th</sup> , 2006
<b>Final Exam Week</b>	Dec 11 <sup>th</sup> -15 <sup>th</sup> , 2006

## v Term Project Details

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

### Schedule

Week Number	LECTURE	COMPUTER LAB	CLASSROOM LAB	Readings & Deadlines
1	Sept 7/06 The Market Research Process Advanced Internet Research Skills	Practicing Advanced Internet Research Skills	Internet Search Strategies / Term Project Briefing	Ch. 1 & 2, Ch. 6 p.153-164  <i>Sign up for online panel.</i>
2	Sept 14/06 Defining the Problem Secondary Research	So you want to start a business – what on-line research do you need?	Developing Research Objectives for Secondary Research	Ch.4, 1 <sup>st</sup> half of Ch.6 to pg. 153 <i>Topic due verbally in Classroom Lab</i>
3	Sept 21/06 Secondary Research – Internal databases, Census Data, Industry Databases & Reports	Identifying and locating customer segments using external databases	Drawing conclusions from Secondary Research	Ch. 6 p.164-172 <i>Research Proposal due.</i>
4	Sept 28/06 Research Design	Explore Longitudinal Surveys and Omnibus Surveys	In-class analysis of on-line surveys experience <i>Feedback on project proposals handed back</i>	Ch.5 to p.133
5	Oct 5/06 Exploratory Research (Focus Groups & In-Depth Interviews)	Exploratory research using online modalities Oct 9/06 Thanksgiving (Sets: C,E, H, K)	Focus Groups  Oct 9/06 Thanksgiving (Sets: C, D, G, K, M)	Ch.8
6	Oct 12/06 Survey Data-Collection Methods (downloading data)	Navigating online survey design	Choosing data collection methods	Ch. 9
7	Oct 19/06 Measurement and Questionnaire Design	Online search for pre-established scales	Peer review of survey instrument for Term Project	Ch.10 & 11
8	Oct 26/06 MIDTERM	Applying measurement concepts to online survey design	Survey Pre-testing	
9	Nov 2/06 Sampling Methods and Sample Size	Generate a random sample using a CRM database (p.336)	Problem-solving for B2B sampling	Ch. 12 & 13

10	Nov 9/06 Data Quality Assurance and Data Coding	Loading Data into SPSS Data Loading & Coding Nov 13/06 Day in Lieu of Remembrance Day (Sets: C,E, H, K)	Lessons Learned: Interviewer Instructions Nov 13/06 Day in Lieu of Remembrance Day (Sets: C, D, G, K, M)	Ch. 14 / Ch. 15 to pg. 423
11	Nov 16/06 Basic Data Analysis with SPSS	Basic Frequencies and Histograms	Interpreting Data Output and Describing in the Report	pg. 424 to end of Ch.15 / Ch. 16
12	Nov 23/06 Testing for associations between variables (Cross-tabs)	Running Crosstabs & Recoding Variables	Interpreting Crosstabs	Ch 18
13	Nov 30/06 Testing for differences between 2 groups (T-tests)	Running T-Tests	Interpreting T-tests	Ch 17 <i>Final Report due</i>
14	Dec 7/06 Reporting / Presentation Essentials	Professional Resources	Final Review / Q&A	Ch. 20
15	FINAL EXAM SCHEDULED DURING EXAM PERIOD			