



A POLYTECHNIC INSTITUTION

School of Business

Program: Marketing Management

Option: Sets A--M

**MKTG2309**  
**Marketing Research**

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<b>Start Date:</b>	September 4, 2007	<b>End Date:</b>	December 14, 2007
<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>Prerequisites</b>		<b>MKTG 2309 is a Prerequisite for:</b>	
<b>Course No.</b>	<b>Course Name</b>	<b>Course No.</b>	<b>Course Name</b>
	Successful completion of level 1 & 2	MKTG 4418	Directed Studies
		MTKG3409	Applied Marketing Intelligence

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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	25%	<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	25%	
Term Project	30%	
Individual Data Analysis	5%	
Labs Exercises	15%	
TOTAL	100%	

### 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
- Select a sample using a suitable sampling method
- Estimate an appropriate sample size for a given survey situation
- 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

**v Verification**

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

Karen Plesner & Tom Jopling



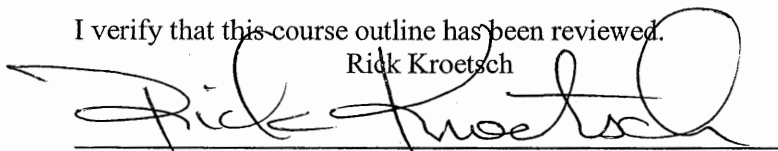
Authoring Instructors

Aug 27/07

Date

I verify that this course outline has been reviewed.

Rick Kroetsch



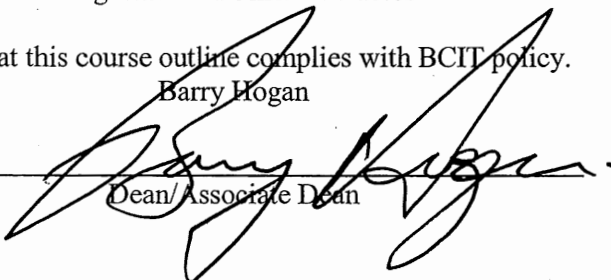
Program Head/Chief Instructor

Aug 27/07

Date

I verify that this course outline complies with BCIT policy.

Barry Hogan



Dean/Associate Dean

Aug. 30/07.

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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## v Learning Resources

**Required:** *Marketing Research, 5e with SPSS 13.0, Burns & Bush, Pearson, 2006*

## 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. Attendance will be taken at the beginning of each lecture and lab. Students not present at that time will be recorded as absent. It is the students' responsibility to sign the attendance sheet. **Missing more than 10% of classes without prior arrangement and consent of your instructor may result in a grade of 0% being assigned for your final exam, equating to a failing grade for this 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

First Day of Classes  
Shinerama / Amazing Race (no classes)  
Thanksgiving Holiday (no classes)  
Mid Term Exam  
Remembrance Day Holiday (no classes)  
Last Day of Classes  
Final Exam Week

Wednesday, Sept 5<sup>th</sup>, 2007  
Wednesday, Sept 26<sup>th</sup>, 2007  
Monday, Oct 8<sup>th</sup>, 2007  
Thursday, Oct 18<sup>th</sup>, 2007  
Monday, Nov 12<sup>th</sup>, 2007  
Friday, Dec 7<sup>th</sup>, 2007  
Dec 10<sup>th</sup>-14<sup>th</sup>, 2007

## v Term Project Details

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

## Schedule

Week	LECTURE	COMPUTER LAB	CLASSROOM LAB	Readings & Deadlines
1	Sept 6/06 The Market Research Process. Advanced Internet Research Skills. Evaluating Secondary Data.	Collection and Use of Secondary Research on the Internet.	Term Project Briefing. Internet Search Strategies.	Ch. 1 & Ch. 2 & Ch. 6 p.154-164  <u>PROJECT:</u> ▪ Forming Groups. ▪ Start discussing Research Topic.
2	Sept 13/06 Defining the Problem. Writing the Research Proposal. Secondary Research: Uses of Secondary Data.	Practicing Boolean Logic and Advanced Internet Research Skills.	Project Topic & Objective approval. Critical Evaluation of Secondary Sources.	Ch.4 & Ch.6 to pg. 154  <u>PROJECT:</u> ▪ Topic & Research Objective: email due 24 hrs before Cl. Lab 2. ▪ Proposal Writing starts.
3	Sept 20/06 Secondary Research: Internal, Databases, Census Data, Industry Databases & Reports.	Secondary Research: Identifying and Evaluating Source Credibility.	Euromonitor & PCensus/Prizm: Tutorial in the Library, Room 301. (Set L: Thursday Sept. 20 11:30-12:20; no class on Sept 19)	Ch. 6 p.164-172 & Ch. 7  <u>PROJECT:</u> ▪ Research Proposal due in Cl. Lab 3. ▪ Secondary Research starts. ▪ Qualitative Research starts.
4	Sept 27/06 Research Design: Exploratory, Descriptive, and Causal Research.	Analyzing Market Trends Using External Databases.  Sep 26/07 Shinerama Set D	Drawing Conclusions from External Databases.  Sep 26/07 Shinerama Set L	Ch.5 to p.133  <u>PROJECT:</u> ▪ Secondary & Qualitative Research continues. ▪ Feedback on proposal returned in Cl. Lab 4 (emailed to set L).

5	Oct 4/06 Survey Data Collection Methods.	Designing Online Survey.	Analyzing and Reporting Qualitative Research	Ch. 9  <u>PROJECT:</u> <ul style="list-style-type: none"> <li>▪ Secondary Research Report milestone check in Cl. Lab 5.</li> <li>▪ Qualitative Research continues.</li> <li>▪ Questionnaire Design starts.</li> </ul>
6	Oct 11/06 Measurement and Scales. Questionnaire Design.	Applying Measurement Concepts to Online Survey Design.  Oct 8/07 Thanksgiving Set: C, E, H, K, M	Interviewer Instructions and Survey Pre- testing.  Oct 8/07 Thanksgiving Set: C, D, J, K, M	Ch. 10 & Ch. 11  <u>PROJECT:</u> <ul style="list-style-type: none"> <li>▪ Qualitative Research Report milestone check in Cl. Lab 6.</li> <li>▪ Questionnaire Design continues.</li> </ul>
7	Oct 18/06 MIDTERM	Data Analysis using Online Survey Platform.	Peer Review of Questionnaire for Term Project.	<u>PROJECT:</u> <ul style="list-style-type: none"> <li>▪ Questionnaire due for Peer Review in Cl. Lab 7.</li> </ul>
8	Oct 25/06 Sampling Methods. Sample Size.	Introduction to SPSS: Database Structure and Defining Variables. Loading data from Excel & Online Surveys.	Creating Excel Database for B2B Survey & Project.	Ch. 12 & Ch. 13  <u>PROJECT:</u> <ul style="list-style-type: none"> <li>▪ Pre-test Questionnaire.</li> <li>▪ Sign up for questionnaire feedback in office hours during wk. 8.</li> <li>▪ Data Collection starts.</li> </ul>
9	Nov 1/06 Data Quality Assurance. Research Report Writing.	B2B Research: Sample Methods and Sample Size.  No classes Nov 12/07: Day in Lieu of Remembrance Day Set: C, E, H, K, M	Research Problem-Solving for B2B Research.  No classes Nov 12/07: Day in Lieu of Remembrance Day Set: C, D, J, K, M	Ch. 14 & Ch. 20  <u>PROJECT:</u> <ul style="list-style-type: none"> <li>▪ Data Collection continues.</li> <li>▪ Excel Database due in Cl. Lab 9.</li> </ul>

10	Nov 8/06 Basic Data Analysis - Descriptive Statistics. Introduction to SPSS.	SPSS: Cleaning the Data, Handling Missing Values, and Running Frequencies.	Data Collection: Lessons Learned. Data Analysis Strategy. Methodology Extreme Makeover.	Ch.15 & Ch. 16  <u>PROJECT:</u> ▪ Data Collection completed, Verbal milestone check in Cl. Lab 10. ▪ SPSS Database due in Cl. Lab 10 in Share-in.
11	Nov 15/06 Testing for Associations between Variables: Cross- tabulations & Correlations.	SPSS: Running All-that-Apply Questions and Creating Histograms.	Analysing and Interpreting Descriptive Statistics Data Output.	Ch. 18  <u>PROJECT:</u> ▪ Data Analysis Strategy due in Cl. Lab 11. ▪ <u>Individual</u> Data Analysis starts.
12	Nov 22/06 Testing for Differences between Groups - T-Tests and ANOVA	SPSS: Running Crosstabs & Recoding Variables	Interpreting Crosstabs and Strategy for Recoding Variables.	Ch. 17  <u>PROJECT:</u> ▪ <u>Individual</u> Data Analysis due in Cl. Lab 12. ▪ Start to Consolidate Data Analysis & Draw Conclusions.
13	Nov 29/06 Exploratory Research - Focus Groups & In-Depth Interviews.	SPSS: Running T- Tests and ANOVA. Course Evaluation in the PC Lab or in the Cl. Lab	Interpreting Outputs for T- Tests and ANOVA. Planning the Focus Group	Ch. 8  <u>PROJECT:</u> ▪ Report Writing.
14	Dec 6/06 Professional Resources in the Research Process & Review	Online Focus Group.	Traditional Focus Groups.	<u>PROJECT:</u> ▪ Final Report due in Cl. Lab 14.
15	FINAL EXAM SCHEDULED DURING EXAM PERIOD			