



OCT 28 2003

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Course Outline **Part A**

Business

Program: **PART TIME STUDIES**Option: **Marketing Management****MKTG 2341****Introduction to Marketing Research**

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<b>Hours/Week:</b>	<b>3</b>	<b>Total Hours:</b>	<b>36</b>	<b>Term/Level:</b>	<b>199920</b>
<b>Lecture:</b>	<b>3</b>	<b>Total Weeks:</b>	<b>12</b>	<b>Credits:</b>	<b>3</b>
<b>Lab:</b>					
<b>Other:</b>					

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**Prerequisites:****MKTG 1102 – Essentials of Marketing****MKTG 2202 – Introduction to Marketing Communications****Course Objectives:**

The objectives of this course are for students to: gain a basic understanding of the role of marketing research; become familiar with the procedures of both qualitative and quantitative research methods; understand the applications for primary and secondary research; and design their own primary research project, including problem identification, questionnaire design and generation of a final report based on the findings of the research.

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**Evaluation**

Mid-Term Exam	20%
Secondary Research Assignment	10%
Primary Research Projects:	
Questionnaire	10%
Written Report	30%
Oral Presentation	10%
Final Exam	<u>20%</u>
TOTAL	100%

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### Course Summary:

At the completion of the course, students will have: gained an understanding of the role of marketing research; understood the difference between qualitative and quantitative research methods; designed and critiqued a questionnaire; and gained an understanding of primary and secondary research and incorporated that understanding in a market research project.

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### Course Record

Developed by:	_____	Date:	_____
	Instructor Name and Department (signature)		
Revised by:	_____	Date:	_____
	Instructor Name and Department (signature)		
Approved by:	_____	Start Date:	_____
	Associate Dean (signature)		



BRITISH COLUMBIA INSTITUTE OF  
TECHNOLOGY

Course Outline **Part B**

Business

Program: **PART TIME STUDIES**

Option: **Marketing Management**

**MKTG 2341**

**Introduction to Marketing Research**

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**Effective Date**

April 1999

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**Instructor(s)**

Office No.:  
Office Hours:

Phone:

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**Required Text(s) and Equipment**

Exploring Marketing Research - by Zikmund - Harcourt Brace / Publishers

**Reference Text(s) & Recommended Equipment**

Marketing Research in Canada - Darmon, Rene Y., Loroche, Michel and McGowan, K

Marketing Research - Luck, Wales, Taylor and Rubin, Prentice Hall

Do It Yourself Marketing Research - George Edward Breen, McGraw Hill

The Survey Research Handbook - Alreck and Settle

Enjoying Research - A "How To" Manual on Needs Assessment

Marketing Research, Text and Cases - Boyde, Westfall and Stasch Irwin, 6th Edition

Research for Marketing Decision Making - James Barnes

Marketing Research - David A. Aaker and George S. Day

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**Course Notes (Policies and Procedures)**

1. ALL OUTLINES, SCHEDULES AND MARK ALLOCATIONS ARE SUBJECT TO CHANGE.
2. This course outline may assist you in the future to receive credit for all or part of a course from another post-secondary institution or from a professional program. It is strongly recommended that you keep this course outline in a safe place for future reference.
3. CHEATING, PLAGIARISM AND DISHONESTY: "Acts of cheating, plagiarism and dishonesty are not tolerated; the degree of punitive action may range from a written warning to withdrawal from the program. These penalties may also be applied to student who knowingly contribute to the act of dishonesty, cheating and plagiarism." (Refer to the current BCIT Calendar.)

Session	Outcome/Material Covered	Reference/ Reading
1	Introduction to Marketing Research	<i>Course Outline</i>
2	Defining the Marketing Research Program	<i>Chapters 1 to 4</i> Secondary research assignment assigned
3	Exploratory Research Internal & External Secondary Data	<i>Chapters 5 to 7</i>
4	Primary Data Survey Research	<i>Chapters 8, 9</i> Secondary Research Assignment due
5	Non-Survey Research Questionnaire Construction	<i>Chapters 10 to 12</i> Primary research project Chapter 15
6	MIDTERM - EXAM	<i>Questionnaire assigned</i>
7	Sampling and Field Work	<i>Chapter 16 to 18</i>
8	Data Analysis	<i>Chapters 19 to 20</i>
9	Advanced Analysis	<i>Chapters 21 to 24</i>
10	The Research Report and Presentation	<i>Chapter 25</i>
11	Oral Class Presentations	<i>Oral due</i> <i>Written due</i>
12	FINAL EXAM	