

COURSE OUTLINECOURSE NAME INTRODUCTION TO MARKETING RESEARCHCOURSE NUMBER MKTG 2341 DATE JANUARY 1999Prepared by School of Business Taught to PART TIME STUDIESSchool Business Date Prepared JAN 1999Term ALL Hrs/Wk 3 Credits 3.0No. of Weeks 12 Total Hours 36

PREREQUISITES

MKTG 1102 Essentials of Marketing

MKTG 2202 Promotional Marketing

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.

Mid-Term Exam	20 %
Secondary Research Assignment	10 %
Primary Research Projects - Questionnaire	10 %
- Written Report	30 %
- Oral Presentation	10 %
Final Exam	20 %
	100 %

Exploring Marketing Research - by Zikmund - Harcourt Brace / Publishers

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

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.

COURSE OUTLINE - MKTG 2341
(continued)

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