

## BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

**COURSE OUTLINE**COURSE NAME INTRODUCTION TO MARKETING RESEARCHCOURSE NUMBER MKTG 2341 DATE JANUARY 1998Prepared by School of Business Taught to PART TIME STUDIESSchool Business Date Prepared MARCH 1996Term ALL Hrs/Wk 3 Credits 3.0No. of Weeks 12 Total Hours 36

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**PREREQUISITES**

MKTG 1102 Essentials of Marketing  
MKTG 2202 Promotional Marketing

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**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	20 %
- Oral Presentation	20 %
Final Exam	20 %
	100 %

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## **REQUIRED TEXT(S) AND EQUIPMENT**

Exploring Marketing Research - by Zukman Publ: Dryden

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## **REFERENCE TEXT(S) AND 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 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 OUTLINE - MKTG 2341

(continued)

Week Lecture or Lab Number	Material Covered	References
1	Defining Marketing Research	Chapter 1 Handout
2	Defining the Marketing Research Program	Chapter 2, 3 pp 29-35 & 4 Secondary research assignment assigned
3	Internal & External Secondary Data	Chapter 24 Handout
4	Primary Data Survey Administration	Chapter 3, pp 35-53 Secondary Research Assignment due
5	Questionnaire Construction	Chapter 7 Primary research project assigned Handout
6	MIDTERM - EXAM ----- Scales	Questionnaire assigned
7	Qualitative Research	Chapter 5
8	Sampling and Field Work	Chapter 6, 8
9	Data Analysis	Chapter 9, 10, 11, 12, 14 & 15
10	Selected Applications The Research Report	Chapter 16 Chapter 12
11	Oral Class Presentations	Oral due Written due
12	FINAL EXAM	