

**COURSE OUTLINE**

COURSE NAME MARKETING RESEARCH

COURSE NUMBER MKTG 2341 DATE JANUARY 1996

Prepared by C.E. DEPT. Taught to PART TIME STUDIES

School Business Program \_\_\_\_\_

Date Prepared JANUARY 1996 Option \_\_\_\_\_

Term ALL Hrs/Wk 3 Credits 3.0

No. 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**

This course is designed as an introductory course in the basics of marketing research. Students will: gain a basic understanding of the role and scope of marketing research in Canadian business; become familiar with the procedures of both qualitative and quantitative research methods; design their own marketing research project starting with problem conceptualization and following through to the generation of a final report based on the findings of their research.

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## **EVALUATION**

Mid-Term	20 %
Final Exam	30 %
Written Proposal	25 %
Oral Presentation	15 %
Participation	<u>10 %</u>
	100 %

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

Marketing Research Methods and Canadian Practice, Chakrapani & Deal

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## **REFERENCE TEXT(S) AND RECOMMENDED EQUIPMENT**

Marketing Research in Canada, Darmon & Laroche

A Marketing Research Workbook, Foster, Mary K. and Macnaughton, Ross K. Lee

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

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## **COURSE SUMMARY**

At the completion of the course, the student will:

- be able to identify the needs for marketing research within the various operations of a business
  - have knowledge of the procedures and applications of research
  - be able to conduct a basic marketing research study and present a report for management consideration and adoption.
  - be aware of existing research companies, facilities and software.
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(continued)

WK	READING/ EVALUATION	ACTIVITY
1	Chapter 1	The Marketing Research Process - Definition, Uses and Ethics
2	Chapter 1, 2	Marketing Research in Decision Making Translating Marketing Problems into Research
3	Chapter 2, 3	Phases of Research - Exploratory, Descriptive, Predictive Setting Research Objectives
4	Chapters 3, 5	Secondary, Primary Data Qualitative and Quantitative Research Internet Research
5	Chapter 5, 8	Focus Groups Survey Administration
6	Chapter 7, 6	MID-TERM EXAM Questionnaire Construction Measurement Scales
7	Chapter 6	Sampling
8	Chapter 15	The Research Report
9	Chapter 9	Data Entry and Analysis
10	Chapter TBD	Research Applications - TBD
11	Research Report	<i>Oral Class Presentations</i>
12		FINAL EXAM

**NOTE:** This schedule is somewhat tentative, and may need to be adjusted based on guest speakers, etc.