

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

COURSE OUTLINE

COURSE NAME MARKETING RESEARCHCOURSE NUMBER MKTG 2341 DATE APRIL 1995Prepared by C.E. BUSINESS Taught by PART TIME STUDIESSchool Business Program _____Date Prepared MARCH / '95 Option _____Term 199520/SPRING Hrs/Wk 3 Credits 3.0No. of Weeks 12 Total Hours 36Instructor: Lisa KershawPhone: 691-3415**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 and secondary research projects, including problem identification, questionnaire design and generation of a final report based on the findings of the research.

EVALUATION

Final Exam	30 %
Mid-Term Exam	20 %
Primary Research Projects - Oral	10 %
- Written	20 %
Secondary Research Project	10 %
Participation	<u>10 %</u>
	100 %

REQUIRED TEXT(S) AND EQUIPMENT

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

REFERENCE TEXT(S) AND RECOMMENDED EQUIPMENT

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

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 survey questionnaires; and gained an understanding of primary and secondary research and incorporate that understanding in two separate market research projects.

COURSE OUTLINE - MKTG 2341

(continued)

Week Lecture or Lab Number	Material Covered	References
1	The Market Research Process Ethical issues	Chapter 1 Handout
2	Marketing Research within Marketing Information Systems. Translating marketing problems into research problems The research design	Chapter 2/3/4 SWOT - Assigned
3	Internal & External Secondary Data	Chapter 5 Handout
4	Primary Data Survey Administration	Chapter 6/7 Handout
	Questionnaire Construction	Chapter 8 SWOT due Primary research project assigned Handout
6	MIDTERM - EXAM ----- Measurement of Marketing Concepts	Chapter 9 Questionnaire assigned
7	Sampling	Chapter 10 Questionnaire due
8	The Research Report	Chapter 13 Handout
9	Data Analysis Microcomputers in Marketing Research	Chapter 11/12 Handout
10	Selected Applications	Chapter 14 - 16
11	Oral Class Presentations	Oral due Written due
12	FINAL EXAM	