

COURSE OUTLINECOURSE NAME MARKETING RESEARCHCOURSE NUMBER MKTG 2341 DATE JANUARY 1995Prepared by Randy Singer Taught to PART TIME STUDIESSchool Business Program Date Prepared JANUARY 1995 Option Term Hrs/Wk 3 Credits 3.0No. of Weeks 12 Total Hours 36

PREREQUISITES

MKTG 1102 Essentials of Marketing
MKTG 2202 Promotional Marketing

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.

EVALUATION

Mid-Term	20 %
Final Exam	30 %
Written Proposal	25 %
Oral Presentation	15 %
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

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

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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COURSE OUTLINE - MKTG 2341
(continued)

WK	READING/ EVALUATION	ACTIVITY
1	Chapter 1	The Marketing Research Process - Definition, Uses and Ethics
2	Chapter 2, 3	Marketing Research in Decision Making Translating Marketing Problems into Research
3	Chapter 4	Phases of Research - Exploratory, Descriptive, Predictive Setting Research Objectives
4	Chapters 5, 6	Secondary, Primary Data Qualitative and Quantitative Research
5	Chapter 7	Focus Groups Survey Administration
6	Chapter 8, 9	MID-TERM EXAM Questionnaire Construction Measurement Scales
7	Chapter 10	Sampling
8	Chapter 13	The Research Report
9	Chapter 11	Data Entry and Analysis
10	Chapter 8	Research Applications - Product and Advertising Research
11	Research Report	<i>Oral Class Presentations</i>
12		FINAL EXAM