

## COURSE OUTLINE

OCT 20 2003

COURSE NAME MARKETING RESEARCHCOURSE NUMBER MKTG 2341 DATE JANUARY 1994Prepared by C.E. MARKETING DEPT. Taught to C.E.School Business Program Date Prepared JANUARY 1994 Option Term  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**

This course is designed as an introductory course in the basics of marketing research. Its objective is to give the students a basic understanding of the role and scope of marketing research in Canadian Business.

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**EVALUATION**

Take-Home Quiz	<u>10</u>	%
Draft Survey	<u>10</u>	%
Participation	<u>10</u>	%
Written Research Proposal	<u>25</u>	%
Research Report		
Oral	<u>10</u>	%
Written	<u>35</u>	%
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### **REQUIRED TEXT(S) AND EQUIPMENT**

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

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### **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 Need Assessment  
Ministry of Tourism and Recreation, Province of Ontario  
Marketing Research, Text and Cases - Boyd, Westfall and Stasch  
Irwin, 6th Edition  
Research for Marketing Decision Making - James Barnes  
The SPSS Guide to Data Analysis for SPSSx - Norusis  
BCIT SPSS Users Guide; for SPSSx & SPSS/pc

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### **COURSE SUMMARY**

The student should be able to identify the needs for marketing research within the various operations of a business. To have a knowledge of the procedures and applications of research. To be able to conduct a basic marketing research study and present a report for management consideration and adoption. This will be coordinated with actual class/group research projects conducted for clients in the business community. To know what companies and research facilities are available within the Canadian Business Field. Some computer data analysis will be covered to assist group research projects.

**COURSE OUTLINE - MKTG 2341**  
(continued)

WK	READING/ EVALUATION	ACTIVITY
1	Chapter 1	The Marketing Research Process - Definition, Uses and Ethics <i>Prepare for project groups</i> <i>Criteria for Marketing Problem</i>
2	Chapters 2,3	Marketing Research in Decision Making Translating Marketing Problems into Research <i>Review Marketing Problems</i> <i>From Project groups</i>
3	Chapter 4 Take-Home Quiz (10%)	Phases of Research - Exploratory, Descriptive, Predictive Setting Research Objectives <i>Define Research Objectives</i> <i>Research Proposal Assignment</i>
4	Chapters 5,6	Secondary, Primary Data Qualitative and Quantitative Research <i>Secondary Research</i>
5	Chapter 7 Research Proposals (25%)	Focus Groups (Alternate Lecturer BBY) Survey Administration <i>Exploratory Research</i> <i>Finalize Survey Methodology</i>
6	Chapter 8,9	Questionnaire Construction Measurement Scales <i>Define Survey Questions</i>
7	Chapter 10 Questionnaires (10%)	Sampling <i>Pre-test Questionnaire</i>
8	Chapter 13	The Research Report <i>Fieldwork</i>
9	Chapter 11	Data Entry and Analysis (Alternate Lecturer (DEC) Elementary Statistics <i>Data Entry</i>
10		The Oral Presentation <i>Additional Tabulations</i>
11	Chapter 14,15	Research Applications - Product and Advertising Research <i>Preparation of Research Report</i>
12	Research Report (35%) Oral Presentation (10%)	<i>Oral Class Presentations</i>