

## COURSE OUTLINE

OCT 20/2003  
 as discussed  
 - some changes  
 Keith 8808  
 Jpb 3/94

COURSE NAME MARKETING RESEARCHCOURSE NUMBER MKTG 2341 DATE SEPTEMBER 1993Prepared by C.E. MARKETING DEPT. Taught to C.E.School Business Program \_\_\_\_\_Date Prepared JAN 1994 JULY 1993 Option \_\_\_\_\_Term \_\_\_\_\_ Hrs/Wk 3 Credits 3.0 *Confirm*No. of Weeks 12 Total Hours 36PREREQUISITES

MKTG 1102 Essentials of Marketing  
 MKTG 202 Promotional Marketing

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.

EVALUATION

In Class Quiz (3)	<u>30</u> %	{	TAKE-HOME QUIZ	10 %
Written Research Proposal	<u>25</u> %		DRAFT SURVEY	10 %
Research Report	<u>10</u> %		PARTICIPATION	10 %
Oral	<u>35</u> %	{	<i>as is</i>	
Written	<u>100</u> %			

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

Marketing Research in Canada - Darmon, Laroche and McGowan

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### **RECOMMENDED TEXT(S)**

The SPSS Guide to Data Analysis for SPSSx - Norusis  
BCIT SPSS Users Guide; for SPSSx & SPSS/pc

### **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

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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.

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WK	DATE	CHAPTER	ACTIVITY	P #
1	Sept. 14 (DEC) Sept. 16 (Bby)	1	The Marketing Research Process	3
2	Sept. 21 (DEC) Sept. 23 (Bby)	2 3	Marketing Research Within the Marketing Information System Translating Marketing Problems into Research	31 63
3	Sept. 28 (DEC) Sept. 30 (Bby)	4 5	The Research Design (excluding Experimental Design) Internal and External Secondary Data	93 119
4	Oct. 5 (DEC) Oct. 7 (Bby)	6	<b>Quiz - Chapters 1-5 (10%)</b> Primary Data Experimental Design Sampling <ul style="list-style-type: none"> <li>• Research Proposal Guidelines</li> <li>• Select Course Project</li> <li>• Research Proposal Assignment (by group)</li> </ul>	143 105 253
5	Oct. 12 (DEC) Oct. 14 (Bby)	7	Survey Administration Focus Group Exercise(s) (Alternate Lecturer Burnaby) <b>Hand in Group Research Proposals - 25%</b>	169
6	Oct. 19 (DEC) Oct. 21 (Bby)	8 9	Questionnaire Construction Measurement of Marketing Concepts <ul style="list-style-type: none"> <li>• Return/Review Research Proposals</li> <li>• Questionnaire Development</li> </ul>	201 225
7	Oct. 26 (DEC) Oct. 28 (Bby)	10	<b>Quiz - Chapters 4, 6-9 (10%)</b> SPSSx Introductory Lecture (Alternate Lecturer DEC) <ul style="list-style-type: none"> <li>• Questionnaire Review/Finalize</li> <li>• In Class - Projects Field Work Practice</li> </ul>	
8	Nov. 2 (DEC) Nov. 4 (Bby)	11	Data Analysis: Elementary Statistics Overview <u>only</u> to Advanced Statistics <ul style="list-style-type: none"> <li>• Hands on SPSSx (groups) &amp; Data Collection</li> </ul>	281 307
9	Nov. 9 (DEC) Nov. 11(Bby) to be rescheduled	13	The Research Report <ul style="list-style-type: none"> <li>• In Class - Data Collection and SPSSx (groups)</li> </ul>	339
10	Nov. 16 (DEC) Nov. 18 (Bby)	16	<b>Quiz - Chapters 10, 11, 13 (10%)</b> Sales and Distribution Research <ul style="list-style-type: none"> <li>• In Class - Data Entry (SPSSx groups) &amp; Analysis</li> </ul>	417
11	Nov. 23 (DEC) Nov. 25 (Bby)	14 15	Product Research in Canada Advertising Research in Canada <ul style="list-style-type: none"> <li>• In Class - Data Analysis</li> </ul>	357 381
12	Nov. 30 (DEC) Dec. 2 (Bby)	REPORT	<b>Oral Report Presentations (10%)</b> <b>Written Reports Due (35%)</b>	

TEXT: **Marketing Research in Canada**Damon, Rene Y., Laroche, Michel, McGowan. K. Lee  
1989Page 3 of 3

1993 - 09 - 13

*is attached  
Data column should be  
scrapped as it  
needs to be updated  
each term  
(on attached)*