

**BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY
COURSE OUTLINE**

COURSE NAME: Marketing Research II

COURSE NUMBER: MKTG4409

DATE: January 1995

Prepared by: Wayne Kondruk

School: Business

Program: Marketing

Date Prepared: 04 January 1995

Taught to: Second Year

School: Business

Program: MKTG./OP.MGT.

Option: Pro.Sls./Sm.Bus./Int'l.Trade

Term: 4

Hrs. per Week: 1 Lecture / 2 Lab

No. of Weeks: 19

Total Hours: 57

Instructor: Wayne KONDRUK

Office: SE6-304 Local: 6768

Office Hours: as posted on office door, and any other arranged times.

PREREQUISITES: MKTG3309 - Marketing Research I

COURSE OBJECTIVES:

Upon successful completion of this course, the student will be able to: . . .

- correctly precode a questionnaire
 - pretest and revise a questionnaire
 - organize and conduct survey fieldwork
 - develop an appropriate SPSS computer program to tabulate data
 - input data into the computer in a standardized format
 - utilize computer commands to analyze data received from the sample
 - prepare an effective organized written report
 - understand the applications of research to other more specialized areas of marketing
-

EVALUATION:

Mid-Term Exam	30 %
Assignments	10 %
Written Project	20 %
Oral Presentation	10 %
Labs	10 %
Quiz	20 %

NOTE: Lab attendance rules from MKTG309 still apply as per BCIT calendar (only 2 absences allowed)

REQUIRED TEXT:

MARKETING RESEARCH IN CANADA;

Darmon, Laroch, McGown;

Gage Publishing 1989

(same text as Marketing Research I)

REFERENCE TEXT AND RECOMMENDED READING:

- In-Class Handouts
 - Hand-outs sent to student computer I.D. number
 - BCIT Mainframe terminals, as per computer labs
-

COURSE SUMMARY:

This course is a continuation of MKTG3309, and covers the final stages of the actual marketing research project; ie.

pre-coding the questionnaire, selecting the specific sample, conducting the fieldwork to gather the data, analyzing the data with the aid of the SPSS computer program, an oral presentation, and a final written report of the study methodology, results, and recommendations.

In addition, the course covers practical applications, of research, to other specialized areas of marketing. Lab periods will be used to assist students to develop and practice the skills required for each phase of the project as described above.

IMPORTANT DATES:

- 14 Feb. - Mid-Term Exam (worth 30%)
 - 07 Mar. - Written Report due (worth 20%) see "*Project Marks*" below.
 - 03 Apr. - Oral Presentations begin (worth 10%)
 - 16 May - Quiz (worth 20%) on material covered since Mid-Term exam
 - various - Assignments (worth 10%) throughout the term
-

PROJECT MARKS:

Group members may elect to adjust the project mark for each group member, to reflect the relative contribution of group members. To do this, a majority of group members must agree to it. Then, each member will submit an "adjustment" mark for each of the other members of the group. This "adjustment" mark may range anywhere from (-)10 to (+)5 but the NET of all marks you assign must be "zero".

COURSE SCHEDULE:

DATE:	MATERIAL COVERED:	REFERENCES:
10 JAN	-course overview, evaluation methods, introduction to pre-coding	-Notes
17 JAN	-questionnaire pre-coding, format of Master Coding Sheet	-Notes -Handout #1
24 JAN	-introduction to mainframe computer (CMS), creating computer files -CMS command options	-Notes -Handout #2 -Notes
31 JAN	- CMS edit options, -introduction to SPSS program	-Handout #3 -Notes
07 FEB	-creating SPSS file and Data file, establishing variables and value labels, SPSS analysis command options	-Handout #4 -Notes -Handout #5
14 FEB	-Mid-Term Exam (in-class)	-EXAM
21 FEB	-EDIT function, how to run a "clean" edited SPSS program,	-Notes -Handout #6
28 FEB	SPSS "output" tables, how to analyze	-Notes
07 MAR	-written report requirements, -written report due <u>07 MARCH before NOON</u>	-Notes, CHP. 13
14 MAR -[SPRING BREAK 13 MARCH - 17 MARCH]-	
21 MAR	-oral presentation guidelines	-Notes, CHP. 13
28 MAR	-advanced data analysis	-Notes, and parts of CHP. 11/12
03 APR	-oral presentations begin, product research	-CHP. 14
11 APR	-guest lecturer	
18 APR	-advertising research	-CHP. 15
25 APR	-guest lecturer	
02 MAY	-sales and distribution research	-CHP. 16
09 MAY	-guest lecturer	
16 MAY	-..... QUIZ[covering material since Mid-Term Exam]	
22 MAY [FINAL EXAMS WEEK ... 22 - 26 May]- NO FINAL EXAM IN THIS COURSE !!!	

NOTE: This schedule is tentative in the sense that the availability of "guest lecturers" may require some adjustment of the above dates.