

British Columbia Institute of Technology
School of Business, Department of Marketing Management

Course Outline
Applied Marketing and Sales
MKTG 2334
September 1995

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Course Objectives

- * introduce student to basic qualitative and quantitative methods of analysing market research data
- * enable student to prepare a basic market research report
- * introduce student to fundamentals of selling

Required Text

Chakrapani and Deal, **Marketing Research** 1992

Evaluation Structure

<i>Title</i>	<i>Value</i>	<i>Assigned</i>	<i>Due</i>
Term Project (Group)	20%	Sep 11	Nov 20
Final Examination	30%	TBA	
Mid Term	20%	Oct 30	Oct 30
Group Assignment 1	10%	Oct 9	Nov 6
Group Assignment 2	10%	Nov 6	Nov 30
Participation/Attendance	10%	ongoing	

Schedule

Lecture	Date	Topic	Relate To
1 - 2	September 11	What is Market Research/ Why Is It Important? Primary and Secondary Research Defining the Research Problem	Ch. 1 - 2
	September 18	Designing the Research Project	ch. 3
3	September 25	Qualitative Research (Focus Groups)	ch. 5
4	October 2	Quantitative Research (Sampling)	ch. 6
	October 9	THANKSGIVING	
5	October 16	Designing the Questionnaire	ch.7
6	October 23	Designing the Questionnaire/ Database Research Systems	ch.8
	October 30	MID TERM EXAM	ch 1-8
7	November 6	Fundamentals of the Sale	HANDOUT
8	November 13	The Approach/ Generating Leads and Rapport (Lecture in Labs)	HANDOUT
9	November 20	Uncovering Needs	HANDOUT
10	November 27	Handling Objections/Closing	HANDOUT
11	December 4	Closing / Review	HANDOUT
	EXAM PERIOD	Final Exam	entire course

Term Assignment

You will be asked to form a group and prepare the market research section of a business plan. You will have the option of expanding a plan previously attempted or working on a company that either you select or that the instructor assigns.

The project must contain new primary and secondary research (i.e. research you have not done until this term).

Group Assignment 1

This project will involve completion of a market research questionnaire, with proper wording, sequencing and coding structure prepared. There is likely a high degree of 'synergy' in integrating this project with your efforts in the Term Assignment.

Group Assignment 2

Option A - Retail Stores Field Assignment

Think of a product you want to buy even if you have no intention of buying it now:

1. telephone three stores who are likely to have the product you want to purchase and make general inquiries about the product
2. visit the three stores that you telephoned. Have a salesperson at these stores try to sell the product to you
3. don't buy

Option B - One Day Industrial Sales Field Trip

You are to contact a company which uses industrial sales representatives to sell their products. You are to spend one day with an industrial sales rep in their car while they cover their territory.

Write an analytical report that integrates your understanding of the sales process to the actual activities of the sales rep.

Attendance requirements will be enforced as per the BCIT policy on page 10 of the calendar. Excessive absence will be deemed to be missing more than two (2) labs for reasons within the student's control. Upon notification of excessive absence and failure to provide adequate explanation, the student will be disqualified from writing the final examination