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BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Course Outline **Part A**

Business

Program: **PART TIME STUDIES**

Option: **Marketing Management**

**MKTG 2341**

**Introduction to Marketing Research**

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Hours/Week:	3	Total Hours:	36	Term/Level:	200010
Lecture:	3	Total Weeks:	12	Credits:	3

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**Prerequisites:**

**MKTG 1102 – Essentials of Marketing**

**MKTG 2202 – Introduction to Marketing Communications**

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**Course Objectives:**

The objectives of this course are for students to: gain a basic understanding of the role of marketing research; become familiar with the procedures of both qualitative and quantitative research methods; understand the applications for primary and secondary research; and design their own primary research project, including problem identification, questionnaire design and generation of a final report based on the findings of the research.

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**Evaluation**

Mid-Term Exam	20%
Secondary Research Assignment	10%
Final Exam	20%
Group Project	
Proposal	5%
Questionnaire and coding	5%
Written Report	30%
Oral Presentation	10%
TOTAL	100%

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**ATTENDANCE:**

Regular attendance is required. Students must attend at least 80% of all classes unless other arrangements are made with the instructor(s). Failure to do so may result in the student being prevented from completing the course.

### Course Summary:

At the completion of the course, students will have: gained an understanding of the role of marketing research; understood the difference between qualitative and quantitative research methods; designed and critiqued a questionnaire; and gained an understanding of primary and secondary research and incorporated that understanding in a market research project.

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### Course Record

Developed by:	_____	Date:	_____
	Instructor Name and Department (signature)		
Revised by:	_____	Date:	_____
	Instructor Name and Department (signature)		
Approved by:	_____	Start Date:	_____
	Associate Dean (signature)		



BRITISH COLUMBIA INSTITUTE OF  
TECHNOLOGY

Course Outline **Part B**

Business

Program: **PART TIME STUDIES**

Option: **Marketing Management**

**MKTG 2341**

**Introduction to Marketing Research**

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**Effective Date**

January 2000

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**Instructor(s)**

Padma Vipat

Office No.:

Phone: 944-7428

Office Hours:

e-mail: p\_vipat@yahoo.com

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**Required Text(s) and Equipment**

Marketing Research by Alvin C. Burns/Ronald F. Bush, 2<sup>nd</sup> Edition, Publ: PH

**Reference Text(s) & Recommended Equipment**

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

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

Marketing Research - David A. Aaker and George S. Day

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**COURSE NOTES (Policies and Procedures)**

**ALL OUTLINES, SCHEDULES AND MARK ALLOCATIONS ARE SUBJECT TO CHANGE.**

This course outline may assist you in the future to receive credit for all or part of a course from another post-secondary institution or from a professional program. It is strongly recommended that you keep this course outline in a safe place for future reference.

**CHEATING, PLAGIARISM AND DISHONESTY:** "Acts of cheating, plagiarism and dishonesty are not tolerated; the degree of punitive action may range from a written warning to withdrawal from the program. These penalties may also be applied to student who knowingly contribute to the act of dishonesty, cheating and plagiarism." (Refer to the current BCIT Calendar.)

**ASSIGNMENTS;** Late assignments or projects will not normally be accepted for marking unless agreed to by the instructor.

**CLASS CONDUCT:** Students are expected to act professionally during class. Students disrupting classes or disturbing others during class will be asked to leave and their behaviour will be reported to their program head.

**COURSE OUTLINE CHANGES:** The material specified in this course outline may be changed by the instructor. If changes are required, they will be announced in class.

Session	Outcome/Material Covered	Reference/ Reading
1	Introduction to Marketing Research	Chapters 1,2,3
2	Problem Definition, Types of Research, Secondary Research	Chapters 4,5,6 Secondary Research Assignment assigned
3	Survey Research and Data Collection Methods	Chapters 9, 14 Chapters Group Assignment assigned
4	Questionnaire Design and Measurements, Coding	Chapters 10, 11, Page 452 Secondary Research Assignment due Proposal due
5	Observations and Qualitative Research	Chapter 8 Questionnaire due
6	<b>MIDTERM</b>	
7	Sampling and Sample Size	Chapters 12, 13
8	Data Analysis – SPSS	Chapters 15, 16
9	Data Analysis	Chapters 17, 18
10	Reporting and Presentations	Chapter 19
11	ORAL PRESENTATIONS	
12	<b>FINAL EXAM</b>	