



A POLYTECHNIC INSTITUTION

School of Computing and Academic Studies in Education
Program: Computer Systems Technology

MKTG2341
Marketing Research

Start Date:	September 4, 2007	End Date:	December 14, 2007
Total Hours:	45	Total Weeks:	15
Hours/Week:	3.0	Lecture:	1.0
		Lab:	2.0
		Shop:	
		Seminar:	
		Other:	

Prerequisites

Course No.	Course Name	Course No.	Course Name
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v Course Description

The goal of this course is to provide students with tools to both implement and manage market research projects from start to finish in order to provide solutions and intelligence for strategic decision making.

v Evaluation

Midterm Exam	25%	Comments: Failure to achieve 50% or more on: the combination of the exams (midterm + final), and the individual assignments/participation marks; will require 0% being assigned for all other group projects and assignments, resulting in a failing grade for this course.
Final Exam	25%	
Term Project	30%	
Individual Data Analysis	5%	
Labs Exercises	15%	
TOTAL	100%	

v Course Learning Outcomes/Competencies

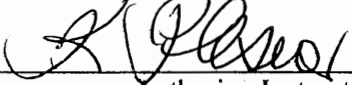
Upon successful completion of this course, the student will be able to:

- Outline the basic steps of the marketing research process
- Describe different methods of conducting background exploratory research & situation analysis
- Identify, locate and use sources of secondary data, including the Internet and other on-line resources
- Evaluate the basic methods of collecting primary quantitative data: mail, telephone, in-person, web-based, and observation
- Select a sample using a suitable sampling method
- Estimate an appropriate sample size for a given survey situation
- Develop an effective questionnaire
- Understand the role of qualitative research and execute a focus group
- Design, plan, and execute fieldwork
- Conduct data analysis
- Communicate research findings in a written report

v Verification

I verify that the content of this course outline is current.

Karen Plesner



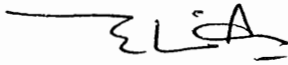
Authoring Instructors

Aug 28/07

Date

I verify that this course outline has been reviewed.

Elsie Au



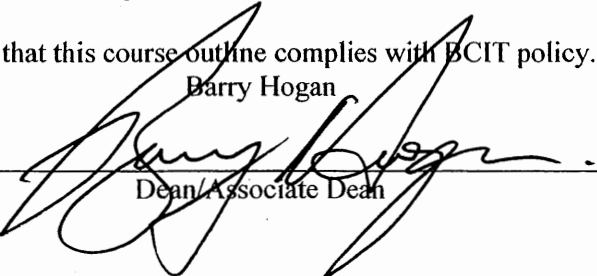
Program Head/Chief Instructor

Aug - 28, 2007

Date

I verify that this course outline complies with BCIT policy.

Barry Hogan



Dean/Associate Dean

Aug. 30/07.

Date

Note: Should changes be required to the content of this course outline, students will be given reasonable notice.

v Instructors

Karen Plesner

Office: SE6-304 Phone: 604-451-6768
Office Hrs.: Posted by E-mail: Karen_Plesner@bcit.ca
office door

v Learning Resources

Required: *Marketing Research, 5e with SPSS 13.0*, Burns & Bush, Pearson, 2006

v Information for Students

Grades: Failure to achieve 50% or more on: the combination of the exams (midterm + final), and the individual assignments/participation marks; will require 0% being assigned for all other group projects and assignments, resulting in a failing grade for this course.

Assignments: Late assignments, lab reports or projects will ***not*** be accepted for marking. Assignments must be done on an individual basis unless otherwise specified by the instructor.

Makeup Tests, Exams or Quizzes: There will be **no** makeup tests, exams or quizzes. If you miss a test, exam or quiz, you will receive zero marks. Exceptions may be made for **documented** medical reasons or extenuating circumstances. In such a case, it is the responsibility of the student to inform the instructor **immediately, provide documentation and to obtain the instructor's permission for an alternate test in writing.**

Ethics: BCIT assumes that all students attending the Institute will follow a high standard of ethics. Incidents of cheating or plagiarism may, therefore, result in a grade of zero for the assignment, quiz, test, exam, or project for all parties involved and/or expulsion from the course.

Attendance: The attendance policy as outlined in the current BCIT Calendar will be enforced. Attendance in **lectures and labs** is mandatory. Attendance will be taken at the beginning of each **lecture and lab**. Students not present at that time will be recorded as absent. It is the students' responsibility to sign the attendance sheet. **Missing more than 10% of classes without prior arrangement and consent of your instructor may result in a grade of 0% being assigned for your final exam, equating to a failing grade for this course.** Your contributions in all computer and classroom labs count towards your Lab Exercises grade.

Illness: A doctor's note is required for any illness causing you to miss assignments, quizzes, test, projects or exam. At the discretion of the instructor, you may complete the work missed or have the work prorated (i.e. an average is given according to your performance throughout the course).

Attempts: Students must successfully complete a course within a maximum of three attempts at the course. Students with two attempts in a single course will be allowed to repeat the course only upon special written permission from the Associate Dean. Students who have not successfully completed a course within three attempts will not be eligible to graduate from the appropriate program.

Course Outline Changes: The material or schedule specified in this course outline may be changed by the instructor. If changes are required, they will be announced in class.

v Important Dates

First Day of Classes
Shinerama / Amazing Race (no classes)
Mid Term Exam
Last Day of Classes
Final Exam Week

Wednesday, Sept 5th, 2007
Wednesday, Sept 26th, 2007
Wednesday, Oct 17th, 2007
Thursday, Dec 6th, 2007
Dec 10th-14th, 2007

v Term Project Details

Full details regarding the Term Project will be handed out in the first week of class.

Schedule

Week No.	LECTURE	LAB	Readings & Deadlines
1	Sept 5/06 The Market Research Process. Advanced Internet Research Skills. Evaluating Secondary Data.	Term Project Briefing. Collection and Use of Secondary Research on the Internet. Internet Search Strategies.	Ch. 1 & Ch. 2 & Ch. 6 p.154-164 <i>Sign up for online panel.</i>
2	Sept 12/06 Defining the Problem. Writing the Research Proposal. Secondary Research: Uses of Secondary Data.	Project Topic & Objective approval. Practicing Boolean Logic and Advanced Internet Research Skills. Critical Evaluation of Secondary Sources.	Ch.4 & Ch.6 to pg. 154 <u>Project:</u> Topic & Research Objective: <u>email due 24 hrs before Lab 2.</u> Proposal Writing starts.
3	Sept 19/06 Secondary Research: Industry Databases & Census. Research Design: Exploratory, Descriptive, and Causal Research.	Navigating online databases. Secondary Research: Identifying and Evaluating Source Credibility.	Ch. 6 p.164-172 & Ch.5 to p.133 <u>Project:</u> Research Proposal due in Lab 3. Secondary Research starts. Qualitative Research starts.
4	Sep 26/07 Shinerama: No Lecture.	Analyzing Market Trends Using External Databases. Drawing Conclusions from External Databases. Sep 26/07 Shinerama No Lab for Set 5F.	Ch.5 to p.133 <u>Project:</u> Secondary & Qualitative Research continues. Feedback on proposal returned in Lab 4. (Feedback emailed to set 5F.)
5	Oct 3/06 Survey Data Collection Methods.	Designing Online Survey. Analyzing and Reporting Qualitative Research.	Ch. 9 <u>Project:</u> Secondary Research Report milestone check in Lab 5. Qualitative Research continues. Questionnaire Design starts.
6	Oct 10/06 Measurement & Scales. Questionnaire Design.	Applying Measurement Concepts to Online Survey Design. Interviewer Instructions and Survey Pre-testing.	Ch. 10 & Ch. 11 <u>Project:</u> Qualitative Research Report milestone check in Lab 6. Questionnaire Design continues.

7	Oct 17/06 MIDTERM	Peer Review of Project Questionnaire. Data Analysis using Online Survey Platform.	<u>Project:</u> Questionnaire due in Lab 7 for Peer Review.
8	Oct 24/06 Sampling Methods. Sample Size.	Introduction to SPSS: Database Structure and Defining Variables. Loading data from Excel & Online Surveys. Creating Excel Database for B2B Survey & Project.	Ch. 12 & Ch. 13 <u>Project:</u> Pre-test Questionnaire. Sign up for questionnaire feedback in office hours. Data Collection starts.
9	Oct 31/06 Data Quality Assurance. Research Report Writing.	B2B Research: Sample Methods and Sample Size. Research Problem-Solving for B2B Research.	Ch. 14 & Ch. 20 <u>Project:</u> Data Collection continues. Excel Database due in Lab 9.
10	Nov 7/06 Basic Data Analysis – Descriptive Statistics. Introduction to SPSS.	Data Collection: Lessons Learned. Data Analysis Strategy. Methodology Extreme Makeover. SPSS: Cleaning the Data, Handling Missing Values, and Running Frequencies.	Ch.15 & Ch. 16 <u>Project:</u> Data Collection complete by Lab 10. SPSS Database due in Lab 10.
11	Nov 14/06 Testing for Associations between Variables: Cross-tabulations & Correlations.	SPSS: Running All-that-Apply Questions and Creating Histograms. Analysing and Interpreting Descriptive Statistics Data Output.	Ch. 18 <u>Project:</u> Data Analysis Strategy due in Lab 11. <u>Individual Data Analysis starts.</u>
12	Nov 21/06 Testing for Differences between Groups: T-Tests and ANOVA	SPSS: Running Crosstabs & Recoding Variables. Interpreting Crosstabs and Recoding Variables.	Ch. 17 <u>Project:</u> <u>Individual Data Analysis due in Lab 12</u>
13	Nov 28/06 Exploratory Research: Focus Groups & In-Depth Interviews.	SPSS: Running and Interpreting T-Tests and ANOVA. Planning Focus Groups.	Ch. 8 <u>Project:</u> Consolidate Data Analysis and draw Conclusion. Report Writing.
14	Dec 5/06 Professional Resources in the Research Process. Course Review.	Running Traditional Focus Groups. Report presentation Skills. Course Evaluation.	<u>Project:</u> Final Report due
15	FINAL EXAM DURING EXAM PERIOD		