



A POLYTECHNIC INSTITUTION

School of

Program: Business

Option: Marketing Management

MKTG 2309
Marketing Research I

Start Date:	4 Sep 2002	End Date:	13 Dec 2002
Total Hours:	60	Total Weeks:	15
Hours/Week:	4.0	Lecture:	2.0
		Lab:	1.0
		Shop:	
		Course Credits:	4.0
		Seminar:	
		Other:	1.0
			Tutorial

Prerequisites

Course No.	Course Name
	Successful completion of level 1 & 2

MKTG 2309 is a Prerequisite for:

Course No.	Course Name
MKTG 3409	Marketing Research 2
MKTG 4418	Directed Studies

■ Course Description (required)

The goal of this course is to equip students with the skills and abilities to design, plan and execute a quantitative marketing research study. This course introduces students to the role and scope of marketing research and covers the procedures and applications necessary for successful research.

■ Evaluation

Assignments & Open-Book Tests	20%	Comments: Failure to achieve 50% on the combination of the midterm and final exams will result in 0% for all other projects, assignments, and participation/attendance marks, resulting in a failure for the course.
Midterm Exam	20%	
Final Exam	25%	
Term Project	25%	
Labs/Participation	10%	
TOTAL	100%	

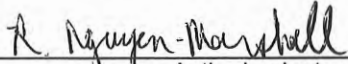
■ Course Learning Outcomes/Competencies

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
- 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
- Develop an effective questionnaire
- Estimate an appropriate sample size for a given survey situation
- Select a sample using a suitable sampling method
- Design, plan, and execute fieldwork
- Conduct data analysis
- Communicate the findings in a written report and oral presentation

■ Verification

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



Authoring Instructor

20 August 2002

Date

23 August 2002.

I verify that this course outline has been reviewed.

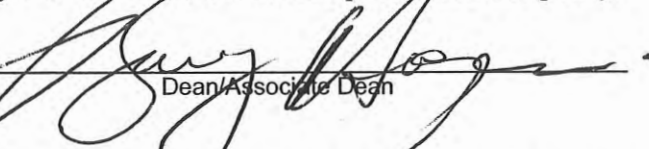


Program Head/Chief Instructor

Aug 20/02

Date

I verify that this course outline complies with BCIT policy.



Dean/Associate Dean

8/23/02.

Date

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

■ Instructor(s)

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■ Learning Resources

Required: *Marketing Research, Burns & Bush, Prentice Hall, 2000, 3rd Edition*
Refer also to online course material for compulsory weekly links.

Recommended: **Refer to online course material for recommended weekly links (in addition to the compulsory links).**

■ Information for Students

(Information below can be adapted and supplemented as necessary.)

Assignments: Late assignments, lab reports or projects will **not** be accepted for marking unless otherwise specified by the instructor. 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**.

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 will be taken at the beginning of each laboratory session. Students not present at that time will be recorded as absent. Lab attendance is mandatory. Missing more than 2 labs may result in failure to achieve credit for the course. Attendance in lectures is expected. Surprise quizzes in lecture may also serve the purpose of an attendance log for such lectures.

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.

■ Assignment Details

Refer to link on website for details on term project, or to the attached document (note: the website version contains further links to examples, so you should be sure to check out the website version).

Details for other assignments will be provided in class.

Schedule

Week of/ Number	Outcome/Material Covered	Reference/ Reading	Assignment/ Open-Book Test	Due Date
Sep 2 wk #1	Introduction: course, instructor, labs, schedule, evaluation.	Chapter 1	Online Student Profile Questionnaire Value: 2%	Thu, Sep 12 by 6:00pm
Sep 9 wk #2	Role of Marketing Research Overview of Marketing Research— marketing information system Marketing Research Process Clarifying the Marketing Problem— steps to identify research objectives, exploratory research, research proposal	Chapter 2 Chapter 3 Chapter 4	Term Project— Deliverable #1 (project memo)	Thu, Sep 19 by 6:00pm
Sep 16 wk #3	Research Designs Secondary Data – Sources & Uses	Chapter 5 Chapter 6	Secondary Data Searching Assignment Value: 5%	Thu, Oct 3 by 6:00pm
Sep 23 wk #4	Syndicated Research Services Survey Data Collection Methods	Chapter 7 Chapter 9	Term Project— Deliverable #2 (background research report)	Thu, Oct 3 by 6:00pm
Sep 30 wk #5	Questionnaire Design	Chapters 10, 11		
Oct 7 wk #6	Midterm Exam – in lecture period, Monday, Oct 7 Questionnaire Design Issues	Chapters 1-11 (excluding chapter 8)	Lab Activity: Questionnaire Design Open-Book Test Value: 5%	
Oct 14 wk #7	Holiday – No Monday lecture Sampling	 Chapter 12	Term Project— Deliverable #3 (Interim Report)	Thu, Oct 17 by 6:00pm
Oct 21 wk #8	Sampling Fieldwork, Editing, Quality Control, Cost Control	Chapter 13 Chapter 14		

Oct 28 wk #9	SPSS Refresher Coding, Data Cleaning, Data Reduction & Tabulation	Chapter 15	Lab Activity: Sampling Open-Book Test Value: 3%	
Nov 4 wk #10	Data Tabulation & Analysis: <ul style="list-style-type: none"> • Crosstabs & subgroup analysis 	Portions of chapters 16 & 17 (will be announced in class)		
Nov 11 wk #11	Holiday - No Monday lecture Writing & Presenting Effective Research Reports <ul style="list-style-type: none"> • Analytical framework/organization 	Chapter 19		
Nov 18 wk #12	Writing & Presenting Effective Research Reports <ul style="list-style-type: none"> • Effective use of text, tables, & charts • Oral presentations 	Chapter 19	Lab Activity: Analysis Open-Book Test Value: 5%	
Nov 25 wk #13	Emerging Trends/Specialized Topics (TBD)		Term Project— Deliverable #4 Term Project— Deliverable #5	Mon, Nov 25 by 6:00pm Presentations in lab, week of Nov 25
Dec 2 wk #14	Review Week			
Dec 9 wk #15	Final Examination – to be scheduled during exam period.	Chapters 11-15, 19 and parts of 16 & 17		

MKTG 2309 Term Project Outline

Background

This term you will be introduced to planning, developing and executing a marketing research project. This is designed to be a "dry run" for more in-depth projects that you will undertake in term 4. A rigid timetable for completion is incorporated in this outline. Each stage must be completed on time or grades will be trimmed (~10% per business day).

Work groups

You will work in groups of 3-5. Larger groups must tackle larger projects, and final approval for group composition and size will be made by the Instructor. Group members must ALL belong to the same set. This is necessary because a portion of lab time will be utilized for project work. Grades will be allocated equally to members of each group, unless at least 50% of the group requests otherwise. In such a case, grades will be affected by peer evaluation in a manner similar to that contained in the following link ([peer evaluation form](#)) and may be adjusted further at the discretion of the instructor.

Project Description

The marketing research term project is a quantitative field survey designed to address specific marketing problems/opportunities. A minimum of 100-150 completed survey questionnaires will be administered and analyzed. Student groups must locate a client company or organization for whom to undertake the research. In certain cases, it is acceptable to undertake a project without a client in an area of particular interest to the group. All projects must be approved by the instructor.

Deliverable 1: Project Memo

Each group must submit a one-page typewritten memo to the Instructor for approval. The memo must contain the following:

- Names of all group members
- E-mail addresses for all group members
- Set
- Client/Project name (eg. Telus Mobility)
- Brief project description:
 - Describe the proposed research (eg. survey among BCIT students, to determine usage of various cell phone features)
 - Describe the population you will be surveying (eg. all full-time students at BCIT)

This memo must be submitted by the deadline noted below. Please be aware that desirable client companies will probably be sought after by several groups, and the fastest group usually wins! Also, many companies will take a longer time than you imagine to give you a go-ahead, so you are advised to get going early.

Value: 5% of term project

Deadline: Thursday, Sep 19, 2002, by 6:00pm.

Deliverable 2: Background Research Report

In the process of conducting background research to become familiar with your client's business, you will come across far, far more information than what will be contained in this background

research report. The purpose of this report is twofold: (1) Present a brief summary of your findings from the background/exploratory research, and; (2) Provide your reader with information sources to refer to should he/she wish to examine a particular area in more detail. The report should not be more than four pages and one of these pages should be a bibliographic list of references that includes any online material, printed material, or human information sources you used while conducting the background research. This report should briefly address the following areas:

- Company's Situation
- Industry Situation/Trends
- Competitors

Value: 15% of term project

Deadline: Thursday, Oct 3, 2002, by 6:00pm.

Deliverable 3: Interim Report

The Interim Report should consist of the following sections:

- Introduction
- Background
- Marketing Problem/Issue/Opportunity
- Objectives
- Questionnaire Development Summary
- Questionnaire

Interim Report -- Marking Guide

Value: 20% of term project

Deadline: Thursday, Oct 17, 2002, by 6:00pm.

Deliverable 4: Final Research Report

The questionnaires will have been administered to respondents using the method chosen by your group (in-person, phone, mail, Internet, etc.). Completed questionnaires will have been reviewed for completeness and accuracy, and edited as required. Students are responsible for making sure the data is valid and reliable. Data will have been entered and analyzed using SPSS or another appropriate tool. Data will be presented in terms of frequencies, cross-tabulations, statistical mean, median and mode etc, as the project demands and should be interpreted in a manner that sheds light on the marketing problem/issue which necessitated the research.

Final Research Report -- Outline

Final Research Report -- Marking Guide

Written Report: Value: 45% of term project

Deadline: Monday, Nov 25, 2002, by 6:00pm.

Deliverable 5: Presentation

Presentations will be scheduled for lab periods in the weeks of Nov 25. Presentations should be from 5 to 10 minutes in length and should focus on findings and recommendations.

Presentation: Value: 15% of term project

Deadline: Lab period, week of Nov 25, 2002.

