

MAR - 6 2001

## Mktg 3409 - Marketing Research II

### Course Outline

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#### Course Length

Hours/week	3
Lecture hours/week	1
Lab hours/week	2
Total weeks	10
Total hours	30
Term/level	4

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#### Course Goals/Description

This course builds upon the skills learned in MKTG 2309, Marketing Research I. From MKTG 2309, students are familiar with translating marketing problems into research objectives, gathering exploratory, primary and secondary data, and designing a quantitative research study, complete with sampling plan and data gathering instrument. They have completed the fieldwork, data tabulation analysis and produced a final written report for their survey group projects. In MKTG3409 students will learn qualitative research techniques. They will develop the ability to moderate focus groups and one-on-one depth interviews, including advanced moderating techniques and will develop the ability to conduct primary data gathering using the Internet, and develop & implement a competitive intelligence research program.

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#### Evaluation

Mid-term Exam	20%
Final Exam	25%
Assignments/projects	45%
Labs/Attendance	10%
<b>TOTAL</b>	<b>100%</b>

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#### Course Outcomes and Sub-Outcomes

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

- Organize and conduct qualitative fieldwork in conjunction with quantitative surveys:
- Moderate a focus groups using basic and advanced moderating techniques
- Conduct and analyze one-on-one depth interviews using basic and advanced moderating techniques
- Gather primary data using the Internet, by implementing e-mail and Web-based questionnaires
- Gather primary data from the Internet by posting questions to newsgroups
- Gather, synthesize and analyze competitive intelligence data from a variety of sources
- Develop & undertake a competitive intelligence research program using a CI matrix

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#### Textbook:

*Marketing Research*, Burns & Bush, Prentice Hall, 2000, 3rd Edition. (same text as MKTG 2309)

Optional (NOT required):

*The Focus Group Research Handbook*, American Marketing Association, 1999

*Competitive Intelligence for the Competitive Edge*, American Marketing Association, 1998

**Instructor:**

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*Rob Duncan Feb 8/01*

**Course Schedule**

Week Number	Material Covered	References
1 Jan 9	<b>Introduction:</b> - Course, instructor, schedule, evaluation - Introduction to qualitative research - Focus group structure, recruiting	<ul style="list-style-type: none"> <li>• Textbook Chapter 8</li> <li>• Website for weeks 1/2</li> <li>• Handout #1</li> </ul>
2 Jan 16	<b>Qualitative Research I:</b> - Role of the moderator - Basic moderating techniques	<ul style="list-style-type: none"> <li>• Chapter 8</li> <li>• Website for weeks 1/2</li> <li>• Handout #1</li> <li>• Handout #2</li> </ul>
3 Jan 23	<b>Qualitative Research II:</b> - Advanced moderating techniques - One-on-one depth interviews	<ul style="list-style-type: none"> <li>• Chapter 8</li> <li>• Website for weeks 3/4</li> <li>• Handout #1</li> <li>• Handout #2</li> </ul>
4 Jan 30	<b>Qualitative Research III:</b> - Advanced moderating techniques - Other forms of qualitative research	<ul style="list-style-type: none"> <li>• Chapter 8</li> <li>• Website for weeks 3/4</li> <li>• Handout #1</li> <li>• Handout #2</li> </ul>
5 Feb 6	<b>Mid-Term Exam</b>	<b>GOOD LUCK!</b>
6	<b>Internet Primary Data-gathering</b> - E-mail & Web-based Surveys	<ul style="list-style-type: none"> <li>• Lecture Notes</li> <li>• Website for weeks</li> </ul>

Feb 13	<i>- E-mail &amp; Web-based Surveys</i> <i>- Mining Internet Discussion Groups</i>	Website for weeks 5/6
7 Feb 20	<b><i>Competitive Intelligence Research I</i></b> <i>- Introduction to CI</i> <i>- Sources of CI data</i>	<ul style="list-style-type: none"><li>• Website for weeks 7-8</li><li>• Handout #3</li></ul>
8 Feb 27	<b><i>Competitive Intelligence Research II</i></b> <i>- Designing the CI program</i> <i>- Reporting CI results</i>	<ul style="list-style-type: none"><li>• Website for weeks 9/10</li><li>• Handout #3</li></ul>
9 Mar 5-9 TBD	<b>Final Examinations</b>	<b>GOOD LUCK!</b>