

FEB 18 1999

**BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY****Course outline Part A***School of Business**Program: Marketing Management**Option:***MKTG 3409****Marketing Research II**


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<b>Hours/week:</b>	<b>3</b>	<b>Total hours</b>	<b>30</b>	<b>Term/level</b>	<b>4</b>
<b>Lecture</b>	<b>1</b>	<b>Total weeks</b>	<b>10</b>	<b>Credits</b>	
<b>Lab:</b>	<b>2</b>				
<b>Other:</b>					

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**Pre-requisites****MKTG3409 is a pre-requisite for**

<b>Course no:</b>	<b>course name</b>	<b>Course no.</b>	<b>course name</b>
<b>MKTG 2309</b>	<b>Marketing Research I</b>		

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**Course Goals**

This course builds upon the skills learned in MKTG 2309, Marketing Research I. In MKTG 3409, students will learn qualitative and other advanced research techniques. They will develop the ability to moderate focus groups and one-on-one depth interviews, including advanced moderating techniques, develop the ability to conduct primary data-gathering using the Internet, and undertake competitive intelligence research.

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**Course Description**

This course will equip students with the basic and advanced qualitative moderating techniques. Students will also be introduced to primary data gathering activities using the Internet. Course work on competitive intelligence research will make use of all skills learned to-date in MKTG 2309 and MKTG 3409.

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**Evaluation**

Mid-Term Exam	20%
Final Exam	25%
Assignments/Projects	45%
Labs	10%
<b>TOTAL</b>	<b>100%</b>

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**Course Outline**  
**MKTG 3409 Marketing Research II**

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**Course Outcomes and Sub-Outcomes**

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

- a. Moderate a focus group/depth interview using basic and advanced moderating techniques
  - b. Gather primary data from the Internet by means of a survey questionnaire
  - c. Gather primary data from the Internet by posting a question to a Newsgroup
  - d. Design and undertake competitive intelligence research
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**Course Record**

Developed by: Robert Duncan

Date: January 1998

Revised by: Robert Duncan

Date: January 1999

Approved by:

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Associate dean/program head (signature)

**Effective date:** January 1999

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**Instructor**

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Office hours: As posted outside SE6 - 304

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**Text and equipment**

Required:

Marketing Research (Second Edition) BURNS, Alvin C. and BUSH, Ronald F. Prentice Hall 1998

Handouts and web-site contributions will be provided throughout the term, to emphasize the topics under discussion.

Recommended

See course outline for MKTG 2309, September 1998

**BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY**  
**Marketing Management**

**Schedule**  
**MKTG 3409**  
**Marketing Research II**

<b>Week #</b>	<b>Outcomes/Material covered</b>	<b>Reference/reading</b>
1.	Goals: course, instructor, lab, schedule, evaluation.	Course outline
2.	Qualitative Research: Moderating Techniques I - Focus Groups	Chapter 8/Handout #1
3.	Qualitative Research: Moderating Techniques II - Focus Groups	Chapter 8/Handout #2
4.	Qualitative Research: One -on-one Depth Interviews	Chapter 8/Handout #2
5.	MID TERM EXAM	
6.	Internet: Primary Data-gathering I	Lecture notes
7.	Internet: Primary Data-gathering II	Lecture notes
8.	Competitive Intelligence Research I	Lecture notes/Handout #3
9.	Competitive Intelligence Research II	Lecture notes/Handout #3
10.	Review	
	FINAL EXAM	