

Mktg 3409 - Marketing Research II

Course Outline

Course Length

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

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.

Evaluation

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

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 group/depth interviews using basic and advanced moderating techniques
- Gather primary data using the Internet, by placing a survey questionnaire on the Internet
- Gather primary data from the Internet by posting a question to special interest newsgroup
- Develop & undertake a competitive intelligence research program

Textbook:**Required:**

Marketing Research, Burns & Bush, Prentice Hall, 1998, 2nd Edition. (same text as MKTG 2309)

Optional (NOT required):

The Focus Group Research Handbook, American Marketing Association, 1999

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Course Schedule

Week Number	Material Covered	References
1	<i>Introduction</i> — course, instructor, labs, schedule, evaluation <i>Introduction to Qualitative Research</i>	<ul style="list-style-type: none">• Chapter 8• Website for weeks 1/2
2	<i>Qualitative Research:</i> <i>Moderating Techniques I: Focus Groups</i>	<ul style="list-style-type: none">• Chapter 8• Website for weeks 1/2• Handout

		#1
3/4	<i>Qualitative Research:</i> <i>Moderating Techniques II: Focus Groups</i> <i>One on one Depth Interviews</i>	<ul style="list-style-type: none"> • Chapter 8 • Website for weeks 3/4 • Handout #2
5	Mid-Term Exam	GOOD LUCK!
6	<i>Internet: Primary Data-gathering I</i> <i>Mining Internet Discussion Groups</i>	<ul style="list-style-type: none"> • Lecture Notes • Website for weeks 5/6
7	<i>Internet: Primary Data-gathering II</i> <i>E-mail & Web-based Surveys</i>	<ul style="list-style-type: none"> • Lecture Notes • Website for weeks 5/6
8	<i>Competitive Intelligence Research I</i> <i>Introduction to CI, sources of CI data</i>	<ul style="list-style-type: none"> • Website for weeks 7-8 • Handout #3
9	<i>Competitive Intelligence Research II</i> <i>Designing the CI program , reporting CI results</i>	<ul style="list-style-type: none"> • Website for weeks 9/10 • Handout #3
10	<i>Review Week</i> — available for questions (review)	<ul style="list-style-type: none"> • All above
	Final Examinations	GOOD LUCK!