



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

School of Business

Program: Marketing Management

Option:

Course Outline Part A

MKTG 3409**Marketing Research II**

Hours/Week:	3	Total Hours:	30	Term/Level:	4
Lecture:	1	Total Weeks:	10	Credits:	
Lab:	2				
Other:					

Prerequisites**MKTG 3409 is a Prerequisite for:**

Course No.	Course Name
MKTG 2309	Marketing Research I

Course No.	Course Name
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Course Goals

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 MKTG 2309 group projects. In MKTG 3409 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.

Course Description

This course reminds the students' of how to conduct, analyze and present research findings. In addition, this course will equip students with basic and advanced qualitative moderating techniques and advanced Internet primary data gathering abilities.

Evaluation

Mid-Term Exam	20%
Final Exam	25%
Assignments E. Project	45%
Labs	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.

1. Moderate a focus group/depth interview using basic and advanced moderating techniques.
2. Gather primary data using the Internet by placing a survey questionnaire on the Internet.
3. Gather primary data from the Internet by posting a question to a special interest newsgroup.
4. Gather secondary data from internet.

Course Record

Developed by: _____ Date: _____
Instructor Name and Department (signature)

Revised by: _____ Date: _____
Instructor Name and Department (signature)

Approved by: _____ Start Date: _____
Associate Dean / Program Head (signature)



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

School of Business

Program: Marketing Management

Option:

Course Outline Part B

MKTG 3409

Marketing Research II

Effective Date

January, 1997

Instructor(s)

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Office Hrs.: As posted outside SE6 – 304; additional consultation is available in-person, via phone, fax or E-Mail through student-initiated contact using one of the above communications media.

Text(s) and Equipment

Required:

Chakrapani, Deal. (1992). *Marketing Research: Methods and Canadian Practice*. Prentice-Hall.

Recommended:

(see course outline for MKTG 2309, September, 1995)



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of Business

m: Marketing Management

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Week of/ Number	Outcome/Material Covered	Reference/Rea
1	Goals: course, instructor, labs, schedule, evaluation, questions	Handouts
2	Qualitative Research: Moderating Techniques I – Depth Interviews	Chapter 5
3	Qualitative Research: Moderating Techniques II – Focus Groups	Handouts
MID-TERM EXAM		
4	Internet 1 Secondary Data Gathering	Handout
5	Internet 2 Primary Data-Gathering I	Handout
6	Internet 3 Primary Data-Gathering II	Handout
7	Advertising Research	Chapter 17, 20
8	Products Research	Chapter 16, 19
9	Segmentation Research	Chapter 18
10	Review	
FINAL EXAM		

This schedule is somewhat TENTATIVE at this point, and may need to be adjusted based on availability of guest lecturers, the Internet I