



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Course Outline Part A

School of Business

Program: Marketing Management

Option:

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 research study complete with sampling plan and data-gathering instrument. In MKTG 3409, Marketing Research II, students will complete the fieldwork, data tabulation, analysis and produce a final written report for their group projects begun last term. The final report will contain detailed analysis of research findings as well as recommendations to the "client" on how to solve their marketing problem based on these findings. Students will present the results of their study to the class in a simulated "real" business situation. In addition to project work, students 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 rounds out the students' understanding 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	30%
Assignments	10%
Final Project Report	20%
Presentation of Final Report	10%
Labs	10%
TOTAL	100%

Course Outcomes and Sub-Outcomes

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

Organize and conduct quantitative/qualitative survey fieldwork.

1. Tabulate survey findings.
2. Analyze survey findings.
3. Develop recommendations for solving a marketing problem based on survey findings.
4. Develop a written report which effectively presents the findings/recommendations of a research study.
5. Present the findings/recommendations of a research study in a boardroom setting/atmosphere.
6. Moderate a focus group/depth interview using basic and advanced moderating techniques.
7. Gather primary data using the Internet by placing a survey questionnaire on the Internet.
8. Gather primary data from the Internet by posting a question to a special interest newsgroup.

Course Record

Developed by: _____
Instructor Name and Department (signature)

Date: _____

Revised by: _____
Instructor Name and Department (signature)

Date: _____

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

Start Date: _____



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

School of Business

Program: Marketing Management

Option:

Course Outline Part B

MKTG 3409

Marketing Research II

Effective Date

January, 1996

Instructor(s)

Rob Duncan, MBA, CMC
(BCIT)

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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.

Office No.:

Phone: 685-8321
(voicemail available)

(The Research Network)

Fax: 685-5123

8th Floor, 555 West Hastings,

E-Mail: rduncan@mindlink.bc.ca

Box 12087, Vancouver, V6B 5G2

Web Site: <http://mindlink.net/rduncan/rda.html>

Best bet for responses right away/within one hour.

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)

Assignment Details

Final Project Report:

Deadline: Final report (including material submitted to date, tabulated/analyzed data, recommendations to solve marketing problem) is due on February 13 at 10:30 am. Late reports will be docked one percent of final grade per each business day late.

Q. So what time-line should we use to gather our data, tabulate and analyze it, and write our final report?

*A. Excellent question. Work backwards from when the final report is due, and "chunk" out the time appropriately. **Hint:** always allow several days for each task to go off-track — "Murphy's Law" dictates that something will go wrong. **Another hint:** remember to dissect what needs to be done into discrete tasks, and assign each task to a team member. Remember to set a date to meet and gather the results of each task together. **Yet another hint:** your Instructor would be an excellent resource to consult on this matter (drop by before/after class, during office hours or use phone/fax/E-Mail). Other resources include people you know who have been through the program, people working in business, etc.*

Q. So what's supposed to be in the final report — to get a perfect mark?

A. Hmmm. . . Well, your team began with a marketing problem. As a team, you debated the possible underlying causes of that problem (or opportunity). That led to your research objectives, which then led to your list of info to be gathered. From there, it was easy enough to develop your questionnaire/discussion guide. Now, we come full-circle: we gather the data, "float" it back through our research objectives, and gain insight into, ultimately, solving our marketing problem. For example, a marketing problem might be: "BCIT does not know how its grads perceive their BCIT experience." This marketing problem, translated into a research objective, might be "Are BCIT grads happy with their program of study at BCIT?" If the results of our data-gathering indicated that 89% were satisfied, then an appropriate recommendation might be to "stay the course," and keep the program as is. You would need to "spell this out" to the client in a recommendation. Get the idea?

Q. Gee, seems kind of vague. . . .

A. Yes, it is. And so will much of what you face in your career. Remember to use the resources at your disposal (library, Internet, Instructor, friends, co-workers, etc.) to help give you insight, and alleviate some of the stress associated with dealing with unstructured problems. When at a loss, take a risk and give it your best shot -- you'll learn a ton, even if your results aren't "perfect" that one time. . . .



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

School of Business

Program: Marketing Management

Option:

Schedule

MKTG 3409

Marketing Research II

Week of/ Number	Outcome/Material Covered	Reference/Reading
1	Goals: course, instructor, labs, schedule, evaluation, questions	Rob Duncan
2	Quantitative data tabulation made simple	RD and Ch. 9-13
3	Data analysis and reporting	RD and Ch. 9-13
4	Qualitative Research: Moderating Techniques I	RD and Ch. 5
5	Qualitative Research: Moderating Techniques II	RD and Ch. 5
6	MID - TERM EXAM	
7	Guest Lecture: Multicultural Marketing	RD and videotape
8	Internet: Primary Data-Gathering I	RD
9	Internet: Primary Data-Gathering II	RD
10	FINAL EXAM	Good Luck!

Note: This schedule is somewhat TENTATIVE at this point, and may need to be adjusted based on availability of guest lecturers, the Internet Lab, etc.