

MKTG 3409
Marketing Research II

Hours/Week: 3

Lecture: 1 hour

Lab: 2 hours

Total Hours: 30

Total Weeks: 10

Term/Level: 4

Prerequisites:

MKTG 2309, Marketing Research I

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, analyse 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%

	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
- Tabulate survey findings
- Analyse survey findings
- Develop recommendations for solving a marketing problem based on survey findings
- Develop a written report which effectively presents the findings/recommendations of a research study

- * Present the findings/recommendations of a research study in a boardroom setting/atmosphere
- * Moderate a focus group/depth interview using basic and advanced moderating techniques
- * Learn about ways of using the Internet for garnering both primary and secondary data

Effective date:

January 1996

Instructor:

Terence Winder MBA, MFA (Advertising)

Contact points:

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Office Hours.

Posted on office door.
 Others by appointment (Late night Wednesdays)

Texts

Required text
 Marketing Research Methods and Canadian Practice. Chakrapani & Deal. Prentice Hall 1992

Recommended texts (see outline for MKTG 2309, September 1995)

Course schedule:

Week 1	Dealing with data (writing the SPSS program)	Ch 9 - 13
Week 2	Data tabulation and analysis	9 - 13
Week 3	Gathering data from the Internet	Rob Duncan
Week 4	The report	Ch. 15
Week 5	Qualitative research Advanced moderating techniques	Ch 5 and handouts
Week 6	Mid Term Exam	
Week 7	Advertising Research	Ch 17 & 20
Week 8	Product Research	Ch 16
Week 9	Multicultural marketing	TW & video
Week 10	FINAL EXAM	

LAB SCHEDULE

1. Form five groups. You will be working with these people until March break. Each group will be required to conduct a mini focus group (4 - 6 participants) and conduct a survey. Written and oral presentations will be made in this lab in 4 weeks. This project is worth 30% of your final grade.. Grades will be allocated in part by peers (one representative from each group). These representatives will judge the oral presentation. Decide by next week the topic of your research and implement quickly. This week's project is as follows:

In pairs: write a simple three question questionnaire, using only close-ended questions. Now write an SPSS-X program for the mainframe, as outlined in the SPSS users' guide.

Edit the program until you have 0 errors and 0 warnings.

Then add 10 - 20 rows of data by answering your three-question questionnaire. This data will fit between the two lines identified as "BEGIN DATA" & "END DATA"

Delete the "EDIT" command, then "FILE" and "BATCH". The program will then run the data you have input.

This project is worth 4% if it is handed in by next week's lab

2. Hand in SPSS program run. Decide upon research project..

<u>To do:</u>	Write plan	design questionnaire
	Focus group guide	execute mini group
	co-ordinate field work	data processing
	data analysis	final report

3. Teamwork on research project

4. Writing and illustrating the report

5. Presentation and judging the report (10 minutes per group)

6. No labs this week. Extended office hours re mid term. Library research on presentation topics.

7 Working on presentation assignments: for presentation next week. These presentations will be made in groups. Everyone should have a role in presenting. Peers from the other four groups will evaluate and grade. The presentations will be between 20 - 30 minutes long. This project is worth 10%.

8. & 9 Presentation 1: All about techniques such as pupil dilation response and skin galvanometers.

Presentation 2: Taste Testing techniques

Presentation 3: Test marketing: the pros and cons.

Presentation 4: Nielsen store audits

Presentation 5: Use of scanner data in marketing research.

10. Review