

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

COURSE OUTLINE

COURSE NAME: Marketing Research II

COURSE NUMBER: MKTG409

DATE: January 1994

Prepared by: Wayne Kondruk

Taught to: Second Year

School: Business

School: Business

Program: Marketing

Program: MKTG./OP.MGT.

Date Prepared: 04 January 1994

Option: Tour./R.Estate/Int'l.Trade

Term: 4

Hrs. per Week: 1 Lecture / 2 Lab

No. of Weeks: 19

Total Hours: 57

Instructor: Wayne KONDRUK

Office: SE6-304 **Local:** 6768

Office Hours: as posted on office door, and any other arranged times.

PREREQUISITES: MKTG309 - Marketing Research I

COURSE OBJECTIVES:

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

- correctly precode a questionnaire
 - pretest and revise a questionnaire
 - organize and conduct survey fieldwork
 - develop an appropriate SPSS computer program to tabulate data
 - input data into the computer in a standardized format
 - utilize computer commands to analyze data received from the sample
 - prepare an effective organized written report
 - understand other applications of research to more specialized areas of marketing
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EVALUATION:

Mid-Term Exam	20 %
Assignments	20 %
Written Project	20 %
Oral Presentation	10 %
Labs	10 %
Final Exam	20 %

NOTE: Lab attendance rules
from MKTG309 still apply
as per BCIT calendar (only
2 absences allowed)

REQUIRED TEXT:

MARKETING RESEARCH IN CANADA;

Darmon, Laroch, McGown;

Gage Publishing 1989

(same text as Marketing Research I)

REFERENCE TEXT AND RECOMMENDED READING:

- In-Class Handouts
 - Hand-outs sent to student computer I.D. number
 - BCIT Mainframe terminals, as per computer labs
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COURSE SUMMARY:

This course is a continuation of MKTG309, and covers the final stages of the actual marketing research project;

pre-coding the questionnaire, selecting the specific sample, conducting the fieldwork to gather the data, analyzing the data with the aid of the SPSS computer program, an oral presentation, and a final written report of the study methodology, results, and recommendations.

In addition, the course covers practical applications, of research, to other specialized areas of marketing. Lab periods will be used to assist students to develop and practise the skills required for each phase of the project as described above.

IMPORTANT DATES:

- 22 Feb. - Mid-Term Exam (worth 20%)
 - 31 Mar. - Written Report due (worth 20%) see "*Project Marks*" below.
 - 12 Apr. - Oral Presentations begin (worth 10%)
 - 24 May - Final Exam (worth 20%) during *week* of 24 May
 - various - Assignments (worth 20%) throughout the term
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PROJECT MARKS:

Group members may elect to adjust the project mark for each group member, to reflect the relative contribution of group members. To do this, a majority of group members must agree to it. Then, each member will submit an "adjustment" mark for each of the *other* members of the group. This "adjustment" mark may range anywhere from (-)10 to (+)5 but the net of all marks you assign must be "zero".

COURSE SCHEDULE:

DATE:	MATERIAL COVERED:	REFERENCES:
11 JAN	-course overview, evaluation methods, introduction to pre-coding	-Notes
18	-questionnaire pre-coding, format of Master Coding Sheet	-Notes -Handout #1
25	-introduction to mainframe computer (CMS), creating computer files	-Notes -Handout #2
01 FEB	-CMS command options, CMS edit options	-Notes -Handout #3
08	-introduction to SPSS program, creating SPSS file and Data file	-Notes -Handout #4
15	-establishing variables and value labels SPSS analysis command options	-Notes -Handout #5
22	-Mid-Term Exam (in-class)	-EXAM
01 MAR	-EDIT function, how to run a "clean" edited SPSS program	-Notes -Handout #6
08	-SPSS "output" tables, how to analyze	-Notes
15	-[SPRING BREAK 14 MARCH - 18 MARCH]-	
22	-written report requirements, oral presentation guidelines	-Notes, CHP. 13
29	-written report due 31 MARCH, advanced data analysis	-Notes, parts of CHP. 11/12
05 APR	-guest lecturer	
12	-oral presentations begin, product research	-CHP. 14
19	-guest lecturer	
26	-advertising research	-CHP. 15
03 MAY	-sales and distribution research	-CHP. 16
10	-guest lecturer	
17	-review week	
24	-[FINAL EXAMS during week of 24-27 May]-	

NOTE: This schedule is tentative in the sense that the actual timing of "guest lecturers" may require some of the above dates to be adjusted.