

# BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

## COURSE OUTLINE

COURSE NAME Marketing Research 2.

COURSE NUMBER MKTG(409)3409 | DATE January 1994

Prepared by Ron Venne | Taught to Second Year

School Business | School Business

Program Marketing Management | Program Marketing Management  
Professional Sales, Advertising & Sales

Date Prepared December, 1993 | Option Promotion, Small Business

Term \_\_\_\_\_ Hrs/Wk \_\_\_\_\_ Credits \_\_\_\_\_

No. of Weeks 18 Total Hours 1 hr lec, 2 hr lec/lab

Instructor(s) Ron Venne Office SE6.302 Local 451-6771

Office Hours \_\_\_\_\_

### PREREQUISITES

First Year Marketing Program or its equivalent.  
Third Term Marketing Research.

### COURSE OBJECTIVES

The purpose of the course is to provide the student with an understanding of the role and scope of marketing research in Canadian business and a knowledge of the procedures and applications of marketing research within the business firm.

### EVALUATION

Final Examination	<u>30</u>	%
Quiz	<u>10</u>	%
Mid-Term	<u>20</u>	%
Projects	<u>40</u>	%
Other (1)	_____	%
(2)	_____	%
(3)	_____	%

**Please note:** BCIT regulations pertaining to class attendance will be adhered to. In addition, a passing grade on the exams, combined, must be achieved to successfully complete the course.

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## REQUIRED TEXT(S) AND EQUIPMENT

Marketing Research in Canada  
Darmon, Laroche, McGowan  
Xedit User's Guide (Bookstore)

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## COURSE SUMMARY

To realize the objectives of the course, the Spring Term will be utilized for the statistical evaluation of sample results as well as the writing and oral presentation of a comprehensive research report. The comprehensive marketing research project undertaken in the Fall Term will be the vehicle used to accomplish the above objectives.

The practical applications of research in the areas of consumer behavior and motivational research, product research, advertising research and sales estimation and sales forecasting will also be covered.

The laboratory periods will be used to assist the student in acquiring the skills of editing, coding, and analyzing data. This will be accomplished by use of the Statistical Package for the Social Sciences. Practical applications of the research process, as previously mentioned, will also be reinforced during the lab periods.

**COURSE OUTLINE**  
(continued)

<p style="text-align: center;"><b>Week</b> <b>Material Covered</b></p>	<p style="text-align: center;"><b>References</b></p>
<p><b>PART III - DATA ANALYSIS AND RESEARCH REPORT</b></p> <p>1. <u>Data Preparation</u></p> <ul style="list-style-type: none"> <li>- Editing</li> <li>- Coding</li> <li>- Tabulating the Data</li> <li>- SPSSX Program</li> <li>- Conversational Monitor System (CMS)</li> <li>- Xedit</li> </ul>	<p>Lecture Notes Handouts</p>
<p>2. <u>Data Analysis: Elementary Statistics</u></p> <ul style="list-style-type: none"> <li>- Tabulating the Data</li> <li>- Percentages, Averages</li> <li>- Measures of Dispersion</li> <li>- Statistical Confidence Intervals</li> <li>- Univariate Analysis</li> <li>- The Chi-Square Test</li> </ul>	<p>Chapter 11</p>
<p><u>Data Analysis: Introduction to Advanced Statistics</u></p> <ul style="list-style-type: none"> <li>- Bivariate Analysis</li> <li>- Bivariate Chi-Square Test</li> <li>- Analysis of Variance</li> <li>- Simple Linear Regression Analysis</li> <li>- Multivariate Analysis</li> <li>- Multiple Regression</li> <li>- Discriminate Analysis</li> <li>- Factor Analysis</li> <li>- Cluster Analysis</li> <li>- Multidimensional Scaling</li> </ul>	<p>Chapter 12</p>
<p>3. <u>The Research Report</u></p> <ul style="list-style-type: none"> <li>- Types</li> <li>- Contents</li> <li>- Presentation</li> <li>- Harvard Business Graphics</li> </ul>	<p>Chapter 13 Handouts</p>



Weeks	Material Covered	Marks
<del>CANADIAN</del> HOLIDAYS	<del>CANUCKS PROJECT</del>	
1, 2, 3, 4	<b>Editing</b> <ul style="list-style-type: none"> <li>- Preliminary check of questionnaires</li> <li>- Established categories for both closed and open ended questions</li> <li>- Establish editing master</li> </ul>	
3, 4	<b>Coding Format</b> <ul style="list-style-type: none"> <li>- Coding format to be compiled</li> <li>- Coding format finalized</li> </ul>	10
1, 2, 3, 4	<b>Coding</b> <ul style="list-style-type: none"> <li>- Coding of questionnaires</li> </ul>	10
6, 7	<b>SPSSX</b> <ul style="list-style-type: none"> <li>- Program written</li> </ul>	20
8, 9	<b>SPSS</b> <ul style="list-style-type: none"> <li>- Program submitted</li> <li>- Program corrections</li> </ul>	
10, 11	<b>Data Analysis</b> <ul style="list-style-type: none"> <li>- Preliminary</li> <li>- Advanced</li> </ul>	10
12, 13	<b>Report</b> <ul style="list-style-type: none"> <li>- Results analyzed and report written</li> </ul>	50

**COURSE OUTLINE**  
(continued)

<p style="text-align: center;"><b>Week</b> <b>Material Covered</b></p>	<p style="text-align: center;"><b>References</b></p>
<p><b>PART IV - RESEARCH APPLICATIONS</b></p> <p>1. <u>Market Segmentation</u>  - Demographic Approach  - Usage Rate Measures</p>	<p>Lecture Notes Handouts</p>
<p>2. <u>Product Research</u>  - Product Testing  - Panels  - Test Marketing  - Consumer-Use Tests</p>	<p>Chapter 14</p>
<p>3. <u>Advertising Research</u>  - Methods of Advertising Evaluation  - Media Research</p>	<p>Chapter 15</p>
<p>4. <u>Sales and Distribution Research</u>  - Potentials  - Sales Forecasting  - Sales Analysis</p>	<p>Chapter 16</p>
<p>5. Microcomputers in Research  Ethical Issues in Marketing Research  Statistical Tables</p>	<p>Appendix 1 Appendix 2 Appendix 3</p>

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## REFERENCE MATERIAL

*Marketing Research, Text and Cases*, Boyd, Westfall, Stasch, 7th Edition.

*Marketing Research Methodological Foundations*, Gilbert A. Churchill Jr., Holt Rinehard and Winston, 2nd Edition

*Marketing Research Information Systems and Decision Making*, Bertram Schoner, Kenneth P. UHC, John Wiley & Sons Inc., 2nd Edition

*Marketing Research - An Applied Approach*, Thomas C. Kinnear, James R. Taylor, McGraw-Hill Inc.

*Marketing Research*, David J. Luck, Hugh G. Wales, Donald A. Taylor, Prentice-Hall Inc., 5th Edition.

*Marketing Research*, David A. Aaker, George S. Day, John Wiley & Sons Inc.

*Research for Marketing Decisions*, Paul E. Green, Donald S. Tull, Prentice-Hall, 4th Edition

*Marketing Research - A Management Information Approach*, Bellenger and Greenberg, Irwin Dorsey.

*Marketing Research, Text and Cases*, K.L. McGowan, Winthrop Publishers Inc.

*Marketing Research*, Parker W. Holmes, South Western Publishing Company.

*Marketing Research and Analysis*, Donald R. Lehman.

*Marketing Research*, George Kress.

*Business Research Methods*, C. William Emory.

*Marketing Research Fundamentals and Dynamics*, Zaltman Burger.

*Statistical Package for the Social Science*, Nie, Hull, Jenkins, Steinbrenner and Bent McGraw-Hill Book Company.

*Journal of Marketing*

*Journal of Marketing Research*