Course Outline Part A

MKTG 2341
Introduction to Marketing Research

Business
Program: PART TIME STUDIES
Option: Marketing Management

<table>
<thead>
<tr>
<th>Hours/Week:</th>
<th>Total Hours:</th>
<th>Term/Level:</th>
<th>Total Weeks:</th>
<th>Credits:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lecture:</td>
<td>3</td>
<td>36</td>
<td>12</td>
<td>3</td>
</tr>
</tbody>
</table>

Prerequisites:
MKTG 1102 – Essentials of Marketing
MKTG 2202 – Introduction to Marketing Communications

Course Objectives:
The objectives of this course are for students to: gain a basic understanding of the role of marketing research; become familiar with the procedures of both qualitative and quantitative research methods; understand the applications for primary and secondary research; and design their own primary research project, including problem identification, questionnaire design and generation of a final report based on the findings of the research.

Evaluation

<table>
<thead>
<tr>
<th>Evaluation</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Mid-Term Exam</td>
<td>20%</td>
</tr>
<tr>
<td>Secondary Research Assignment</td>
<td>10%</td>
</tr>
<tr>
<td>Final Exam</td>
<td>20%</td>
</tr>
</tbody>
</table>

Group Project
Proposal                               5%
Questionnaire and coding                5%
Written Report                           30%
Oral Presentation                       10%

TOTAL                                     100%

ATTENDANCE:

Regular attendance is required. Students must attend at least 80% of all classes unless other arrangements are made with the instructor(s). Failure to do so may result in the student being prevented from completing the course.
Course Outline
MKTG 2341 – Introduction to Marketing Research

Course Summary:
At the completion of the course, students will have: gained an understanding of the role of marketing research; understood the difference between qualitative and quantitative research methods; designed and critiqued a questionnaire; and gained an understanding of primary and secondary research and incorporated that understanding in a market research project.

Course Record

Developed by: ___________________________ Date: __________________________
   Instructor Name and Department (signature)

Revised by: ___________________________ Date: __________________________
   Instructor Name and Department (signature)

Approved by: ___________________________ Start Date: __________________________
   Associate Dean (signature)
Course Outline
MKTG 2341 – Introduction to Marketing Research

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Business Program:
PART TIME STUDIES
Option: Marketing Management

MKTG 2341
Introduction to Marketing Research

Effective Date
September 1999

Instructor(s)
Majid Khoury
Office No.:
Office Hours:
Phone: 662-4850

Required Text(s) and Equipment

Reference Text(s) & Recommended Equipment
Marketing Research in Canada - Darmon, Rene Y., Loroche, Michel and McGowan, K
Marketing Research - Luck, Wales, Taylor and Rubin, Prentice Hall
Do It Yourself Marketing Research - George Edward Breen, McGaw Hill
The Survey Research Handbook - Alreck and Settle
Enjoying Research - A “How To” Manual on Needs Assessment
Marketing Research, Text and Cases - Boyde, Westfall and Stasch Irwin, 6th Edition
Research for Marketing Decision Making - James Barnes
Marketing Research - David A. Aaker and George S. Day

COURSE NOTES (Policies and Procedures)

ALL OUTLINES, SCHEDULES AND MARK ALLOCATIONS ARE SUBJECT TO CHANGE.
This course outline may assist you in the future to receive credit for all or part of a course from another post-secondary institution or from a professional program. It is strongly recommended that you keep this course outline in a safe place for future reference.

CHEATING, PLAGIARISM AND DISHONESTY: “Acts of cheating, plagiarism and dishonesty are not tolerated; the degree of punitive action may range from a written warning to withdrawal from the program. These penalties may also be applied to student who knowingly contribute to the act of dishonesty, cheating and plagiarism.”
(Refer to the current BCIT Calendar.)

ASSIGNMENTS: Late assignments or projects will not normally be accepted for marking unless agreed to by the instructor.

CLASS CONDUCT: Students are expected to act professionally during class. Students disrupting classes or disturbing others during class will be asked to leave and their behaviour will be reported to their program head.

COURSE OUTLINE CHANGES: The material specified in this course outline may be changed by the instructor. If changes are required, they will be announced in class.
<table>
<thead>
<tr>
<th>Session</th>
<th>Outcome/Material Covered</th>
<th>Reference/Reading</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Introduction to Marketing Research</td>
<td>Chapters 1, 2, 3</td>
</tr>
<tr>
<td>2</td>
<td>Problem Definition, Types of Research, Secondary Research</td>
<td>Chapters 4, 5, 6, Assignment assigned</td>
</tr>
<tr>
<td>3</td>
<td>Survey Research and Data Collection Methods</td>
<td>Chapters 9, 14, Assignment assigned</td>
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<tr>
<td>4</td>
<td>Questionnaire Design and Measurements, Coding</td>
<td>Chapters 10, 11, Page 452, Assignment due</td>
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<tr>
<td></td>
<td></td>
<td>Secondary Research, Assignment due</td>
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<tr>
<td>5</td>
<td>Observations and Qualitative Research</td>
<td>Chapter 8, Questionnaire due</td>
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<tr>
<td>6</td>
<td>MIDTERM</td>
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<tr>
<td>7</td>
<td>Sampling and Sample Size</td>
<td>Chapters 12, 13</td>
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<tr>
<td>8</td>
<td>Data Analysis – SPSS</td>
<td>Chapters 15, 16</td>
</tr>
<tr>
<td>9</td>
<td>Data Analysis</td>
<td>Chapters 17, 18</td>
</tr>
<tr>
<td>10</td>
<td>Reporting and Presentations</td>
<td>Chapter 19</td>
</tr>
<tr>
<td>11</td>
<td>ORAL PRESENTATIONS</td>
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<tr>
<td>12</td>
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</table>