

✓ Sault College
of Applied Arts and Technology
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Course Outline

BUSINESS RESEARCH I
BUS 225-4

revised September 1978

*Revised
Sept. 1980*

BUSINESS RESEARCH I
BUS 225-4

OBJECTIVE: This course will enable students to develop skills in generating and using information in making business decisions.

1. To develop an understanding of the marketing research concept.
 - a) what is it
 - b) who uses it
 - c) why is it used
2. To develop a further recognition of:
 - a) who does the research
 - b) planning a research program
 - c) methods of obtaining information and dates
 - d) the insight and analytical skills required in putting a program together

TEXT: Marketing Research - Boyd, Westfall, and Stasch

METHOD:

The Case Study Method of learning business and marketing subjects is recognized as being the most effective as it simulates real situations and prepares the student for the practical application of knowledge and skills.

Lectures and Discussion Periods by the instructor and people from the business community will supplement the learning process to give added direction and practical insight.

Projects will be used to reinforce the knowledge, skill and understanding the student has acquired.

SUBJECT MATTER:

1. Who uses and why.
2. Sources of information. Primary data - secondary data
3. Determining the need for research.
4. Scientific method and design.
5. Sampling.
6. Collecting data: The questionnaire, personal interview, phone, mail
7. Tabulation and analysis of data
8. Attitude measurement.
9. Product research.
10. Advertising research.
11. Research reports.

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STUDENT EVALUATION:

Written work	- - - - -	20%
(there will be 2 written projects such as case studies, true-false questionnaires, and multiple choice answers)		
Tests		
(2 on overall understanding)	- - -	20%
Verbal presentation and class participation		30%
Project	- - - - -	<u>30%</u>

Due to the need for week to week effort and class participation attendance is essential.

Rewrites will be at the discretion of the instructor. If written work is not done or an "I" grade is given, there will be a maximum of 2 re-writes in this course. Grades will be averaged for a final mark.

Failure to hand in written work on time or the absence from any test must be discussed with your instructor.