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SAULT COLLEGE
of Applied Arts and Technology
Sault Ste. Marie

COURSE OUTLINE

BUSINESS RESEARCH 1

BUS 225-4

revised SEPTEMBER 1980

*revised
Sept. 1981*

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Revised: September 1980

COURSE OBJECTIVES:

Upon successful completion of the course content, the student will be able to:

- know the scope and limitations of marketing research
- know the various sources of secondary information
- understand the functions of an information system using internal and external secondary data
- determine objectives and establish a procedural model for research
- prepare data collection forms for primary research
- conduct field interviews
- analyse the collected data
- prepare recommendations and conclusions
- prepare a research report

TEXT:

Marketing Research (text and cases) 4th edition, Boyd, Westfall, Stasch. Irwin Dorsey Limited.

REFERENCE TEXTS: (available on loan basis from instructor)

Marketing Research (text and cases), McGown.

Marketing Research A Structure For Decision-Making, F.E. Brown.

Marketing Research Methodological Foundations, G.A. Churchill Jr.

Marketing Research - A Management Information Approach, Bellanger and Greenberg.

Marketing Research, G. Kress.

Marketing Research, 5th edition, Lirck, Wales, Taylor, Rubin.

Marketing Research Fundamentals and Dynamics, Zaltzman Burger.

Do-it-Yourself Marketing Research, G.E. Breen.

PROJECT ASSISTANCE:

You will be required to submit your project to your English instructor for his evaluation before final submission.

You may sign out a sample research report for a maximum period of one week.

You will be given class time to work on your project.

I will be available for consultation in my office at any reasonable time.