

✓ Sault College  
of Applied Arts and Technology  
sault ste. marie

Course Outline

BUSINESS RESEARCH I

BUS 225-4

revised

SEPT. 1981

*Revised  
Sept. 1982*

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BUS 225-4

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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.
  - what it is
  - who uses it
  - why is it used
  
2. To develop a further recognition of:
  - who does the research
  - planning a research program
  - methods of obtaining information and dates
  - the insight & analytical skills required in putting a program together

TEXT: Marketing Research - George Kress (Reston Publishing Co.)  
RESTON, Virginia

METHOD:

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

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

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

SUBJECT MATTER:

1. Who uses & why
2. Sources of information. Primary data - secondary data
3. Determining the need for research
4. Scientific method & design
5. Sampling
6. Collecting data: The questionnaire, personal interview, phone, mail

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7. Tabulation & analysis of data
8. Attitude measurement
9. Product research
10. Advertising research
11. Research reports

STUDENT EVALUATION:

TESTS	- October 6, 1981	10%
	- November 10, 1981	20%
	- December 15, 1981	40%
PROJECT	- Due December 1, 1981	30%

There will be only one re-write for each test at the discretion of the instructor based on attitude and effort.

MAKE UP PERIOD:

An additional period is provided at the end of the semester for conscientious students who learn at a slower pace. To qualify for the makeup examination the student will:

- Complete an additional assignment during the Christmas break,
- Prove to the instructor that he/she is making an effort to catch up.
- Pass a make-up test to be held early in January.