

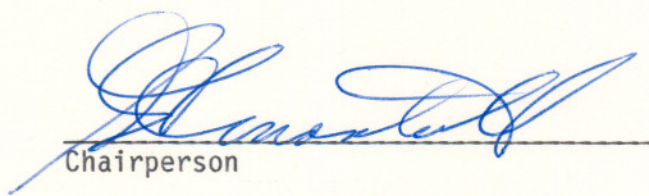
SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY
SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

Course Title: BUSINESS RESEARCH
Code No.: BUS 225-4
Program: FINANCE AND SALES MANAGEMENT
Semester: THREE
Date: SEPTEMBER 1983
Author: J. N. BOUSHEAR

New: _____ Revision: X

APPROVED:


Chairperson

83.06.27
Date

CALENDAR DESCRIPTION

BUSINESS RESEARCH

Course Name

BUS 225-4

Course Number

PHILOSOPHY/GOALS:

To develop skills in generating and using information in making business decisions. The student will examine problem solving, business planning, management by objectives and, in detail, marketing research technique.

METHOD OF ASSESSMENT (Grading Method):

Test #1 - end of week 4	Chapters 1, 2, 3 & 4	25%
Test #2 - end of week 8	Chapters 5, 6, 7 & 8	25%
Test #3 - end of week 12	Chapters 9, part of 10, 11 & 12 ...	25%
Test #4 - end of week 15	Chapters 15, 17 Advertising Research ...	25%
		<u>100%</u>

For the majority of students these tests will be sufficient to assign a term mark. Some students may wish to improve their grade and may do so by writing a comprehensive final examination at the end of the semester. Those students who have been absent from tests or who do not have a passing grade will be required to write the comprehensive test.

Note:

1. The comprehensive test will include the entire semester's work.
2. Students who are absent from a test for any reason will receive a mark of zero and be required to write the comprehensive test.
3. There will be no rewrites of the individual tests.
4. Tests will normally be held in regular classes at the conclusion of the chapters as indicated above.
5. Students who have a passing grade and who elect to try the comprehensive test to improve their grade will receive the higher mark of the two evaluation methods.

A	85 - 100%
B	70 - 84%
C	55 - 69%

TEXTBOOK(S):

Marketing Research, 2nd Edition, George Kress,
Reston Publishing Co., Reston, Virginia.

OBJECTIVES:

This course will enable students to:

1. develop skills in generating and using information in making business decisions.
2. understand the mechanics of sound marketing research.
3. apprise the influence of such factors as time constraints, limited finances, interviewer bias and sample size on the results; and
4. evaluate the research of others.

This course follows the format of "how to conduct research", recognizing that if a manager is to effectively evaluate research data, he/she must first understand the basics of sound research.

METHOD:

This course will be conducted primarily through lectures, discussion and reading assignments. Projects will occasionally be used to reinforce the knowledge, skills and understanding the student has acquired.

TIME FRAME FOR COURSE MATERIAL:

Subject to change, the following is the proposed weekly schedule of subjects which will be included in the instructions. They are not necessarily the only subjects taught but rather the major areas to be covered and are presented to indicate the overall, general direction of the course.

WEEK 1: INTRODUCTION AND ORIENTATION

- An overview of the marketing research course
- The importance of marketing research
- The cost of research / When to research?
- What is marketing research? (art or science)
- The scientific method

WEEK 2: GENERAL TOPIC OVERVIEW

- The history and role of marketing research
- Marketing research objectives
- The cost of research / When to research?
- Marketing information systems

WEEK 3: THE RESEARCH PROCEDURE

- The types of research
- The steps in the research process

WEEK 4: ESTABLISHING THE PROJECT'S DIRECTION

- Defining the problem (disorder)
- Identifying the research objectives
- The importance of research hypothesis
- Identifying the needed information

TEST #1

WEEK 5: OBTAINING SECONDARY DATA

- Primary and secondary data
- Internal and external data
- Searching for external data
- Sources of data
- Strengths/limitations of secondary data

WEEK 6: SURVEYS

- The sources of primary data
- Disguised/undisguised: structured/unstructured
- The types of surveys
 - telephone
 - mail
 - personal interview
 - group interview
- Developing the questionnaire

WEEK 7: MEASURING ATTITUDES

- Arithmetic scales
- Methods of measuring attitudes
 - rating scales
 - semantic differentials
 - staple scales
 - likert scales
 - thurston differentials
 - projective techniques
- Salience and valence
- Paired comparisons
- Trade off analysis
- The limitations of attitude measurement

WEEK 8: OBSERVATION AND EXPERIMENTATION

- When to use observation
- Observation procedures
- The basics of experiments
- Validity/reliability (internal and external)
- Uncontrollables
- Experimental design
 - informal designs
 - formal designs
- Test marketing

TEST #2

WEEK 9: SAMPLING

- Pros and cons of sampling
- Data collection errors
- Probability samples
- Non-probability samples

WEEK 10: DEVELOPING THE SAMPLE

- Defining the population or universe
- Developing the frame
- Selecting the sample design
- Selecting the sample size

WEEK 11: DATA COLLECTION

- The types of data collection errors
 - non response
 - non coverage
- Measurement errors (interviewer bias)
- Guidelines for the interviewer
- Contributions/drawbacks of group interviews
- What is required for a successful group interview
- Focus groups vs group dynamics
- Applications of group interviews

WEEK 12: PROCESSING THE COLLECTED DATA

- Editing
- Coding/precoding
- Tabulating
- Establishing categories
- Computer applications in marketing research

TEST #3

WEEK 13: PRESENTATIONS OF FINDINGS

- Written presentations
- Oral presentations
- Formal/informal presentations
- The research proposal
- Bad news reports
- Evaluating proposals

WEEK 14: ORGANIZATION AND ETHICS

- The research organization
- The code of ethics
- Marketing research in the future

WEEK 15: ADVERTISING RESEARCH

- Copy testing
- Media selection

TEST #4

COMPREHENSIVE TEST
