

SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY

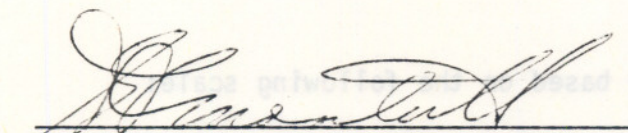
SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

Course Title: BUSINESS RESEARCH  
Code No.: BUS 225-4  
Program: FINANCE AND SALES MANAGEMENT  
Semester: THREE  
Date: SEPTEMBER 1984  
Author: J. N. BOUSHEAR

New: \_\_\_\_\_ Revision: X

APPROVED:

  
Chairperson

84-06-11  
Date



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):

Students will be evaluated on the following basis:

Three tests	80%
Skills Development Assessment	20%
	<u>100%</u>

Dates of the tests will be announced approximately one week in advance.

Students must write all three tests. Students who miss any test will receive a zero for that particular test. The exception being a student not able to write because of illness or other legitimate reason such as jury duty, family bereavement, etc. In such cases the student must contact the instructor in advance of the test and the student must provide an explanation which is acceptable to the instructor. (Medical certificates or other appropriate proof may be required.)

In all other cases, the student will receive a mark of zero for that test and must repeat the course. There will be no rewrites of individual tests.

FINAL GRADE:

The final grade will be based on the following scale:

- A = 85% or more
- B = 70% to 84%
- C = 55% to 69%
- R = 54% or less

SKILL DEVELOPMENT ASSESSMENTS:

The student will be evaluated on such factors as:

- the degree of your involvement
- the extent of personal commitment
- the motivation to learn as well as unlearn
- the quality of contribution made
- the ability to handle conflict



The skill development approach requires that students put forth a quality effort while they are present in the classroom. Thus, students are expected to attend class on a regular basis and to participate in class discussions.

Students who are absent from classroom discussions or students who are not adequately prepared prior to classroom sessions can expect the skill development assessment to reflect their lack of effort. A poor SDA evaluation may cause a student to be dropped one or two letter grades regardless of the quality of their work.

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.
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 reserach 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

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

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

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

WEEK 15:      ADVERTISING RESEARCH

- Copy testing
- Media selection