

CALENDAR DESCRIPTION

SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY

SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

Course title: MARKETING RESEARCH II

Code no: Bus 226-3

Program: FINANCE & SALES MANAGEMENT/ADVERTISING MANAGEMENT

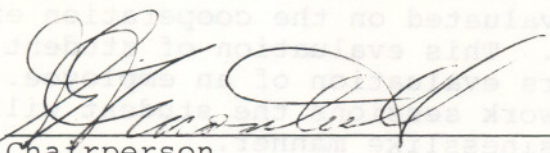
Semester: THREE

Date: SEPTEMBER 1987

Author: J. N. BOUSHEAR

New: _____ Revision: X

APPROVED:



Chairperson

87-01-08
Date

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MARKET RESEARCH II

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PHILOSOPHY/GOALS

This course will be a continuation of Market Research I with an opportunity to conduct field research projects under supervision. This course will also include an exploration of the strategies used to gain the acceptance of research results.

PREREQUISITE: BUS 225

METHOD OF ASSESSMENT (GRADING METHOD):

Examination	40%
Skill Development Assessment	
40% individual effort	
20% group effort	
	<u>60%</u>
	<u>100%</u>

TEXTBOOK (S):

Marketing Research, Ronald M. Weiers, Prentice-Hall (1984)

PERFORMANCE MEASUREMENT:

In addition to the written examination (early in February), the student will be evaluated on the cooperation exhibited during the research projects. This evaluation of student performance similar to an employers evaluation of an employee.

During the field work sessions the student will be expected to dress and act in a businesslike manner.

SKILL DEVELOPMENT ASSESSMENT:

To a large extent the success of our research projects will be based on the efforts and interests of the students. Students are expected to co-operate on a regular basis in the field, and to submit reports and material on time. Students who do not participate in the field research cannot expect to be successful in this course.