

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


COURSE OUTLINE

Course Outline:                   MARKETING RESEARCH  
Code No. ;                           MKT 114  
Program                             aVIAL BUSINESS MANAGEMENT PROGRAM  
Semester                            III (June - September, 1986)  
Date ;                                JUNE 1986  
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New

Revision

APPROVED

  
Chairperson

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Date

Marketing Research (MKT 114)

Course Outline

Objectives

This course will provide a general understanding of marketing research and how it can be used in making business decisions. This will be accomplished by learning basic research methods with emphasis on the collection and analysis of marketing information regarding both consumers and competitors. It will then be possible to use the techniques learned to properly evaluate various business opportunities.

Evaluation

Tests (2 at 30%)	.60%
Project	.30%
Participation	.10%
	100%

Course Material

As there are 14 weeks of classes there will be approximately one chapter taken up every week with the remaining time allotted for evaluation and review.

chapter

- 1 A Preview of Marketing Research
- 2 Research and Marketing Decisions (omit pp.38-49)
- 3 Design, Implementation, and Control of the Marketing Research Project
- 4 Sampling (omit pp.126-133)
- 5 Concepts of Measurement
- 6 Information Collection: Survey Research
- 7 Information Collection: Questionnaire Design
- 8 Information Collection: Interviewing, Observation and Panels
- 9 Information Collection: Attitude Measurement
- 11 Data Preparation and Summarization
- 14 Market Analysis and Forecasting
- 15 Presentation of Research Results