


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 1988
Author: J. N. BOUSHEAR

New: _____ Revision: X

APPROVED:


Chairperson

88-01-08
Date

CALENDAR DESCRIPTION

MARKET RESEARCH II

BUS 226-3
course name course number

PHILOSOPHY/GOALS

This course will be a continuation of Market Research I with an opportunity to conduct field research a project 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%
Research Project	60%
	<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.

RESEARCH PROJECT:

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.