

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

COURSE OUTLINE

Course Outline: BUSINESS RESEARCH

Code No.: BUS 225-4

Program: FINANCE & SALES MGMT./ADVERTISING MANAGEMENT

Semester: THREE

Date: SEPTEMBER 1989

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New: _____ Revision: X

APPROVED: *D. Montali*
Chairperson

Sept 89
Date

Course Name

Course Code

PHILOSOPHY/GOALS:

(1) To familiarize the student with a variety of popular techniques used in the collection and analysis of marketing research information and, within the time constraints of this course, to develop his/her proficiency in their use and interpretation.

(2) To develop a sense of purpose and caution in planning and carrying out studies and experiments designed to generate information for use in business decisions. This objective, in addition to aiding you in your research, is intended to help you become a better "consumer" of claims and findings offered by others, especially those inevitable sources who are either a) downright unethical, or b) well-meaning, but unscientific in their approach.

(3) To have the student gain perspective and practice in applying techniques and reporting findings through an outside research project (4th semester) conducted under the supervision of the instructor.

LEARNING OBJECTIVES:

The student will be able to:

- 1) Define the role of marketing research in modern business.
- 2) Demonstrate by Basian and Non-Baysian approaches when research is or is not appropriate.
- 3) Choose and locate appropriate sources of secondary data.
- 4) Summarize each of the probability and nonprobability sampling designs and to defend the choice of each design in appropriate situations.
- 5) To evaluate a research project as to its reliability and validity.
- 6) To choose and defend the appropriate information collection device for given research undertakings.
- 7) Design a precise research instrument using a variety of questioning techniques.

- 8) Develop information collection devices for depth interviewing observation and panels.
- 9) Develop information collection devices for attitude measurement.
- 10) Develop methods for the preparation and summarization of data.

EVALUATION:

Students will be evaluated on the following basis:

Best 4 tests out of 5 @ 20% (1 test every 2 chapters)	80%
Assignments	15%
Participation	5%
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	100%

The specific dates of tests will be announced in class approximately one week in advance.

Students must write all tests. Students who miss any tests will receive a mark of zero for that particular test. The exception being a student not able to write because of illness or other legitimate reason such jury duty, family bereavement, etc. **There will be no rewrites, make-up or supplemental tests** except in the exceptional circumstances mentioned above. Please inform your instructor in advance of anticipated absences. Just cause or absence must be substantiated. Student travel and student employment are not considered acceptable reasons to defer testing.

FINAL GRADE:

The numerical grades will be converted to letter grades on the following scale:

A+	=	90-100%
A	=	80- 89%
B	=	70- 79%
C	=	55- 69%

SKILL DEVELOPMENT:

In preparation for a career, students should recognize that in addition to knowledge, skills (the application of knowledge) and positive attitude are essential ingredients to advancement.

Students should evaluate themselves on the following basis:

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

As a minimum responsibility students should:

- be at class regularly
- be on time
- not distract others
- complete required readings and assignments

TEXTBOOK: "Marketing Research", Second Edition, Ronald M. Weirs,
Prentice Hall Canada Inc., Toronto, 1988

METHOD:

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

TIME FRAME FOR COURSE:

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.

<u>WEEK</u>	<u>TOPICS</u>
1	Introduction and orientation
2	A preview of marketing research
3 & 4	Research and marketing decisions
5 & 6	Planning the marketing research project and identifying potential data sources
7 & 8	Principles of sampling
9	Basic methods of sample-size determination
10	Concepts of measurements
11 & 12	Attitude measurement Survey research
13	Questionnaire design
14	Interviewing, observation and panels
15	Data preparation and summarization