

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

COURSE OUTLINE

COURSE TITLE: MARKETING RESEARCH

CODE NO.: BUS225 SEMESTER: THREE

PROGRAM: GENERAL BUSINESS

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

APPROVED: DEAN, SCHOOL OF BUSINESS & HOSPITALITY \_\_\_\_\_  
DATE

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**COURSE NAME**

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**COURSE CODE****PHILOSOPHY/GOALS:**

This course is designed 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 or her proficiency in their use and interpretation.

The course is designed to develop a sense of purpose and caution in planning and carrying out studies designed to generate information for use in business decisions. This objective, in addition to aiding in research, is intended to help the student 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.

The student should gain perspective and practice in applying techniques and reporting findings through an outside research project which will be conducted in the fourth semester under the supervision of the instructor.

**LEARNING OBJECTIVES:**

The successful student will be able to:

- explain the role of marketing research in modern business
- demonstrate by Bayesian and non-Bayesian approaches when research is or is not appropriate
- locate and choose appropriate sources of secondary data
- summarize each of the probability and non-probability sampling designs and defend a choice of each design in appropriate situations
- evaluate a research project as to its reliability and validity
- choose and defend the appropriate information collection devices for given research undertakings
- design a precise research instrument using a variety of questioning techniques
- develop information collection devices for attitude measurement
- develop methods for the preparation and summarization of data
- develop techniques of appropriate presentation of research techniques

**METHOD OF ASSESSMENT**

Examinations	60%
Quizzes	30%
Preparation & Participation	10%

**Examination:**

Students will be required to write all three examinations during the course of the semester. The times and the locations of the examinations will be announced approximately one week in advance of each examination.

Students who miss a single examination will be required to submit a written and signed explanation for their absence. Legitimate explanations would include verifiable medical situations, family bereavement, jury duty, etc. (Employment must be scheduled during non-class hours). For students who have written two examinations and submitted a satisfactory explanation for the third, the two grades will be averaged in calculation of the final grade. Failure to submit a satisfactory explanation in writing will result in a grade of zero being averaged with the other marks.

Students who miss two or more examinations must also submit a written and signed explanation for each absence. Those students with a legitimate explanation and evidence of a conscientious course effort will be allowed to write a comprehensive final examination at the end of the semester. Evidence of a conscientious effort with well kept course notes, completed assignments, and participation in discussion. The written explanation of the absence must be submitted within 48 hours of return to class.

**Quizzes:**

There will be a number of unannounced quizzes during regular class time. These quizzes will reflect material which has been assigned and discussed in class. There will be no makeups for quizzes for any reason; however, the lowest two marks will not be included in the final average for quizzes.

**Preparation and Participation:**

Students are expected to attend all classes, to read assigned material before class and to complete assignments as required. Students absent from class should phone or leave a note explaining their absence. Students will keep track of their own attendance on the form provided.

**FINAL GRADE:**

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

A+	(90-100%)	G.P.A. Equivalent	4.0	-	Consistently Outstanding
A	(80- 89%)	G.P.A. Equivalent	3.75	-	Outstanding Achievement
B	(70- 79%)	G.P.A. Equivalent	3.0	-	Consistently Above Average
C	(55- 69%)	G.P.A. Equivalent	2.0	-	Satisfactory Achievement
R	( 0- 54%)	G.P.A. Equivalent	0.0	-	Repeat - Not Satisfactory

Assignments must be handed in to the instructor at the beginning of the class on the due date. Assignments may be submitted in advance but no assignments will be accepted after the stated deadline. No assignment will be accepted by way of the teacher's mailbox in the teacher's lounge.

Homework assignments must be completed properly and available at any time to be submitted for evaluation. They too will be collected at the beginning of the class and none will be accepted after that time.

Quizzes, tests and assignments, etc. will be returned to the students during one of the normal class times. Any student not present at that class must pick up his or her work in the teacher's office within two weeks after distribution. Work not picked up within two weeks will be discarded. Tests, etc. will be returned only to those students to whom they belong.

**RESOURCE MATERIALS:**

Principal text: Marketing Research, 2nd edition, Ronald M. Weiers, Prentice-Hall Canada, Inc., Toronto, 1988

**METHOD OF INSTRUCTION:**

This course will be conducted primarily through reading assignments and discussion. Projects and mini-cases will reinforce the knowledge, skills and the 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 instruction. They will not necessarily be the only subjects which will be taught, but rather the major areas to be covered and are presented to indicate the overall general direction of the course.

<u>TOPIC</u>	<u>WEEK</u>
1. Introduction and Orientation	1
2. A Preview of Marketing Research	2
3. Research & Marketing Decisions	3 & 4
4. Planning the Marketing Research Project and Identifying Potential Data Sources	5
5. Principles of Sampling	6 & 7
6. Basic Methods of Sample Size Determination	8
7. Concepts of Measurement	9
8. Attitude Measurement	10 & 11
9. Survey Research - Questionnaire Design and Interviewing Methods	12 & 13
10. Preparation and Summarization of Data	14
11. Presentation of Research Results	15
12. Research Ethics	16