



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

COURSE OUTLINE

COURSE TITLE: MARKETING RESEARCH

CODE NO.: BUS225-4 SEMESTER: THREE

PROGRAM: GENERAL BUSINESS

AUTHOR: J.N. BOUSHEAR

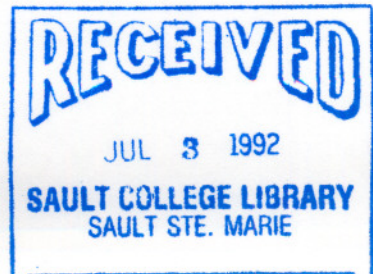
DATE: SEPTEMBER, 1992

PREVIOUS OUTLINE DATED: SEPTEMBER, 1991

New: _____ Revision: X

APPROVED: *A. Montali*
DEAN, SCHOOL OF BUSINESS &
HOSPITALITY

92-07-03
DATE



MARKETING RESEARCH

BUS225-4

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 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 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 downright unethical, or 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 ACTIVITIES:

Upon completion of this course, the student will be able to:

1. Define the basic role and scope of marketing research.
2. Clearly define marketing problems, identify the relevant variables, and differentiate between the scope and objectives of a study.
3. Explain the process of designing a proper research process and the problems associated with it.
4. Prepare a formal research proposal when appropriate.
5. Explain the role, devices and procedures used in qualitative research.
6. Develop an appropriate sampling procedure and explain the consequences of that choice.
7. Design and layout an appropriate questionnaire.

MARKETING RESEARCH

BUS225

8. Organize and conduct effective data generation through fieldwork.
9. Statistically summarize data.
10. Improve the understanding and presentation of information.
11. Apply numeracy approaches to the presentation of information.
12. Uncover hidden relationships in data.
13. Explain and utilize the process of anchoring.
14. Statistically interpret measures of centrality and measures of dispersion.
15. Apply the basic principles of communication to report writing.
16. Design and conduct a product test situation.
17. Apply marketing research techniques to the promotion mix ingredients.
18. Utilize marketing research techniques to the process of market segmentation.
19. Employ marketing research techniques to price determination situations.
20. Understand the role of marketing research in media studies.
21. Utilize the procedures of secondary research and understand appropriate application of secondary data.
22. Understand and relate the legal issues of marketing research.

Note: In addition to the above objectives, the textbook begins each chapter with specific learning objectives. Students are encouraged to review those objectives before reading and again after reading the chapter. Classroom time is limited and will be used primarily to review and apply the marketing research principles. It is therefore very important for students to attend class on a regular basis and to prepare the pre-class assignments.

MARKETING RESEARCH

BUS225

METHOD OF ASSESSMENT

A final grade will be derived from the results of two tests and a number of quizzes weighted as follows:

2 Tests	60%
Quizzes	40%
	<hr/>
	100%

The grading system will be used as follows:

A+	90-100%
A	80- 89%
B	70- 79%
C	60- 69%
R	0- 59%

Examinations:

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

Students who miss an examination must provide a written and signed explanation of the absence. Legitimate explanations would include verifiable medical situations, family bereavement, jury duty, etc. For students who have not submitted an acceptable explanation, a supplemental examination mark will be reduced by 15%

Quizzes:

There will be a number of unannounced quizzes during regular class time. The quizzes will be based on work which has been assigned and covered in class. These quizzes will be designed to reward attendance, participation, and preparation. Although there will be no supplemental quizzes, a student may replace a quiz mark by completed an assigned 1,000 word essay. This referenced and typed essay will be completed after a full library periodical review, and submitted in the proper essay format. The student wishing to complete an essay should see the instructor for a topic approval. The instructor will normally assign a deadline of about one week.

METHOD OF INSTRUCTION:

Classroom time in this course is extremely limited. Students must take special care to complete the readings and assignments before class. As much as possible, classroom time will be devoted to application rather than explanation of text material.

RESOURCE MATERIAL:

Required Text: Marketing Research Methods and Canadian Practice,
Chuck Chakrapani and Kenneth R. Deal, Prentice-Hall,
1992

SumQuest Survey Software User's Manual - Version 5.0
Rose MacNaughton, SumQuest Software, 1992

The Least You Should Know About English - Basic
Writing Skills, Teresa Ferster Glazier, Holt Rinehart
and Winston

TIME FRAME FOR COURSE MATERIAL:

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>SUBJECT</u>
1	Definition and Scope of Marketing Research Defining the Problem
2	Designing the Research Project The Marketing Research Proposal
3	How to Implement a Marketing Research Project Sampling
4	Designing the Questionnaire
5	Fieldwork: Asking the Right People the Right Way
6	Data Reduction, Processing and Tabulation Looking: The Art of Global Understanding

MARKETING RESEARCH

BUS225

<u>WEEK</u>	<u>SUBJECT</u>
7	Comparing: The Art of Using Comparison Indices Telescoping: The Art of Sub-Group Analysis Anchoring: The Art of Using Simple Paradigms
8	Reckoning: The Art of Data Reduction Communication: The Art of Report Writing
9	Product Research
10	Communication Research
11	Market Segmentation
12	Pricing Research
13	Media Research and Other Specialized Areas
14	Secondary Research
15	Legal Issues in Marketing Research