



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

COURSE OUTLINE

COURSE TITLE: MARKETING RESEARCH
CODE NO.: BUS225 SEMESTER: THREE
PROGRAM: BUSINESS
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MARKETING RESEARCH

BUS225

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.

STUDENT PERFORMANCE OBJECTIVES:

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.

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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.

LEARNING ACTIVITIES:

1.0 MARKETING, RESEARCH ENVIRONMENTS:

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

- 1.1 Discuss the importance of understanding customer needs and wants.
- 1.2 Define marketing research.
- 1.3 Describe the environments in which marketing research takes place.
- 1.4 Discuss the principle parties that are involved in conducting marketing research.
- 1.5 Describe current trends in the marketing research industry.

2.0 THE MARKETING RESEARCH PLANNING PROCESS:

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

- 2.1 Discuss the marketing research planning process.
- 2.2 Describe the steps in the course of a research project.
- 2.3 Delineate the key elements of a marketing research proposal.

3.0 THE MARKETING RESEARCH CYCLE:

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

- 3.1 Summarize the concept of a research life cycle.
- 3.2 Discuss the three primary stages of the marketing research life cycle: prelaunch, rollout, and established markets.
- 3.3 Choose and support the appropriate types of marketing research activities for given research undertakings during various research life cycle stages.

4.0 SECONDARY INFORMATION:

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

- 4.1 Differentiate between primary and secondary data sources of marketing information.
- 4.2 Evaluate the quality of secondary information.
- 4.3 Identify and locate the principle sources of secondary data.

5.0 ON-LINE DATA SOURCES AND OTHER SYNDICATED SOURCES OF PURCHASE BEHAVIOUR AND MEDIA EXPOSURE INFORMATION:

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

- 5.1 Illustrate the unique features and capabilities of on-line data bases.
- 5.2 Describe CD-ROM data bases.
- 5.3 Explain the general characteristics, advantages, disadvantages and uses of diary panels.
- 5.4 Explain the general characteristics and advantages of audit services.
- 5.5 Explain the general characteristics, advantages, disadvantages and uses of scanner-based data services.

6.0 QUALITATIVE INTERVIEWING AND RESEARCH METHODS:

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

- 6.1 Describe what is meant by qualitative research.
- 6.2 Discuss the primary methods used in observational studies.
- 6.3 Explain the major uses and procedures used in focus group and depth interviewing studies.
- 6.4 Describe and illustrate projective techniques.

7.0 SURVEY INTERVIEWING METHODS:

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

- 7.1 Describe the different types of survey interviewing methods.
- 7.2 Evaluate the relative merits of mail, telephone, personal in-home and intercept interviews.
- 7.3 Describe how new and more sophisticated computer technology is being used in survey research.
- 7.4 Discuss the problems and methods for handling non-response bias.

8.0 THE SAMPLING PROCESS:

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

- 8.1 Explain the purpose of sampling.
- 8.2 Describe the steps in the sampling process.
- 8.3 Define the population and the sampling frame.
- 8.4 Differentiate between the various probability and non-probability sampling designs.
- 8.5 Discuss the approaches to determining sample size.
- 8.6 Describe the considerations in selecting sample units.
- 8.7 Discuss the estimation of population characteristics.

9.0 CONCEPTS OF MEASUREMENT AND MEASUREMENT SCALES:

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

- 9.1 Define the basic concepts associated with measurement and scaling.
- 9.2 Distinguish among the various types of measurement scales.
- 9.3 Differentiate between the various comparative and non-comparative types of measurement scales.
- 9.4 Differentiate between single item and multiple item scales.
- 9.5 Explain the concepts of validity and reliability.
- 9.6 Develop examples of the more popular scales.

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10.0 QUESTIONNAIRE DESIGN:

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

- 10.1 Explain the importance of questionnaire design.
- 10.2 Discuss how questions should and should not be worded.
- 10.3 Discuss how questionnaires should be constructed and organized.
- 10.4 Explain the importance and procedure for pretesting a questionnaire.
- 10.5 Discuss the design issues of particular importance to international research projects.

11.0 DATA COLLECTION:

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

- 11.1 Describe the elements associated in fielding a study.
- 11.2 Describe the procedures for checking and editing questionnaires.
- 11.3 Explain the practices used in editing and coding closed-ended and open-ended questions.

12.0 DATA ANALYSIS:

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

- 12.1 Explain the concept of frequency distribution measures of centrality and measures of variability.
- 12.2 Discuss cross-tabulation.
- 12.3 Demonstrate how to graphically represent data so as to not distort actual relationships.

13.0 PRESENTING THE RESEARCH:

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

- 13.1 Explain the considerations involved in communicating research findings to management.
- 13.2 Discuss general guidelines for writing the research report.
- 13.3 Explain the organization of the research project.
- 13.4 Discuss the general guidelines for the oral presentation.
- 13.5 Explain how to effectively use visual aids.

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, classroomtime will be devoted to application rather than explanation of text material.

REQUIRED TEXT:

Essentials of Marketing Research, Dillon, Madden, & Firtle
Irwin, 1993

SumQuest Survey Software User's Manual - Version 5.0, Rose
MacNaughton, SumQuest Software, 1992 (available from Software Support)