

✓ Sault College  
of Applied Arts and Technology  
sault ste. marie

Course Outline

BUSINESS RESEARCH

Bus. 226-2

Revised January 1982  
Jack Boushear

**Text:** "Marketing Research", G. Kress, Reston Publishing, 1979.

**Objective:** This course will enable students to apply skills and knowledge gained in Business Research I to major field projects in the business community.

**Student Goals:** In addition to increasing knowledge of Research Techniques the students will be expected to:

1. Understand the clients' business problems.
2. Establish objectives that will likely provide information to enable the client to solve his problem.
3. Gather information and analyze it.
4. Present the results to the client.

**Prerequisite:** Marketing Research I

**Method:** Most of your time will be spent on supervised field work on actual research projects.

**Student Evaluation:** Required field work assignments 100%.

Due to the nature of this course, a significant effort is required on the part of the students. There is no provision for rewrites.