

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

Course Outline

MARKETING RESEARCH

BUS 226

revised

January 1983

Jack Boushear

MARKETING RESEARCH II
BUS 226

PREREQUISITE:

Marketing Research I - Bus 225

OBJECTIVE:

The objective of Marketing Research II is to apply the theory learned in Marketing Research I to a real business research project, to analyze the results and make recommendations in a formal report to your community "employer".

DEADLINE:

January 21 - Approval of your research proposal.

Required for Submission: A revised typewritten copy of your research proposal signed by your community contact.

February 18 - Research Questionnaire

Required for Submission: A final research questionnaire ready for printing. Please note: This questionnaire should be developed, reviewed with your instructor and pretested prior to submission. All introductory comments and instructions should be included with this submission.

April 15 - Submission of the final typewritten report.

You will be expected to organize your time sufficiently to meet the above deadlines, allowing time for unexpected contingencies. Late assignments will be dropped a grade. Extremely late assignments will be dropped two grades.

TEXT:

Marketing Research, revised edition, Kress.

EVALUATION:

You will be evaluated entirely on your submission with the greatest emphasis on the final report.

SUPERVISION:

Your instructor's timetable is posted outside his office. Please plan to meet with him regularly to review your progress and for help with your project. The onus is on the student to seek help as it is required.

A - 80% - 100%
B - 65% - 79%
C - 50% - 64%

Due to the nature of the project, there are no rewrites.