

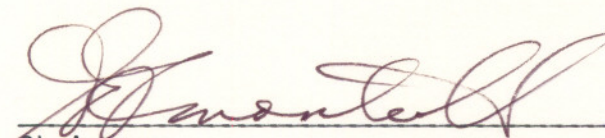
SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY
SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

Course Title: MARKET RESEARCH II
Code No.: BUS 226-3
Program: FINANCE & SALES MANAGEMENT/ADVERTISING MANAGEMENT
Semester: FOUR
Date: JANUARY, 1985
Author: J. N. BOUSHEAR

New: _____ Revision: X

APPROVED:


Chairperson

85.01.25
Date

MARKET RESEARCH II
Course Name

BUS 226-3
Course Number

PHILOSOPHY/GOALS:

A continuation of Market Research I presenting with an opportunity of conducting field research projects under supervision, including an exploration of strategies for gaining acceptance of research results.

Prerequisite: BUS 225

METHOD OF ASSESSMENT (GRADING METHOD):

Examination	40%
Skill Development Assessment	60%
	40 individual
	20 group effort
	<u>100%</u>
A - 85 - 100%	
B - 70 - 84%	
C - 55 - 69%	

TEXTBOOK(S):

Marketing Research, 2nd Edition, George Kress, Reston Publishing
(1982)

PERFORMANCE MEASUREMENT:

A written examination March 1 will conclude the theoretical part of the course.

SKILL DEVELOPMENT ASSESSMENT:

To a large extent the success of our research projects will be based on the efforts and interest of students. You will be working on a number of research project. Students are expected to co-operate on a regular basis in the field of research projects and required to submit individual progress reports. Students who do not participate in the field research cannot expect to be successful in this course.