

SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY

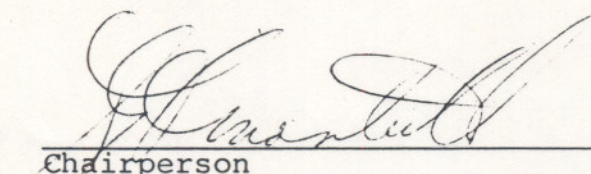
SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

Course title: MARKETING RESEARCH II  
Code no: Bus 226-3  
Program: FINANCE & SALES MANAGEMENT/ADVERTISING MANAGEMENT  
Semester: FOUR  
Date: JANUARY 1986  
Author: J. N. BOUSHEAR

New: \_\_\_\_\_ Revision: X

APPROVED:

  
Chairperson

86-01-06  
Date

CALENDAR DESCRIPTION

MARKET RESEARCH II  
course name

BUS 226-3  
course number

PHILOSOPHY/GOALS

A continuation of Market Research I 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	
40% individual effort	
20% group effort	
	<u>60%</u>
	<u>100%</u>

TEXTBOOK (S):

Marketing Research, Ronald M. Weiers, Prentice-Hall (1984)

PERFORMANCE MEASUREMENT:

In addition to the written examination (early in February), the student will be evaluated on the cooperation exhibited during the research projects. This evaluation is totally objective, however, it is really no different than an employers evaluation. During the field work sessions the student will be expected to dress and act in a professional businesslike manner.

SKILL DEVELOPMENT ASSESSMANT:

To a large extent the success of our research projects will be based on the efforts and interests of the students. Students are expected to co-operate on a regular basis in the field, and to submit reports and material on time. Students who do not participate in the field research cannot expect to successful in this course.