


SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY

SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

Course Outline: MARKETING RESEARCH II  
Code No. BUS 226-3  
Program: BUSINESS GENERAL/ADVERTISING MANAGEMENT  
Semester: FOUR  
Date: JANUARY 1991  
Previous Outline Dated: JANUARY 1990  
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APPROVED:  New: \_\_\_\_\_ Revised \_\_\_\_\_  
Dean, School of Business and Hospitality 91-01-08 Date

PHILOSOPHY/GOALS

This course will be a continuation of Marketing Research I with an opportunity to conduct a field research project under supervision. This course will also include an exploration of the strategies used to gain the acceptance of research results.

PREREQUISITE: BUS 225

METHOD OF ASSESSMENT (GRADING METHOD):

Examination	40%
Research Project	<u>60%</u>
	100%

TEXTBOOK(S):

Marketing Research, Second Edition, Ronald M. Weiers, Prentice-Hall (1988).

PERFORMANCE MEASUREMENT:

In addition to the written examination (early in February), the student will be evaluated on the research projects. Students will be evaluated on the quality of design, the effectiveness of the field work and on the quality of the final reports submitted. A major problem students face with these research projects is the management of time, and as a result, the final reports are occasionally unprofessional. Reports must be acceptable for distribution to employers. Unacceptable reports will be returned to the students for further refinement. This may mean the allocation of an 'X' grade if the semester ends. Note: Students with 'X' grades will not qualify for graduation.

A+	(90-100%)	Consistently Outstanding
A	(80-89%)	Outstanding Achievement
B	(70-79%)	Consistently Above Average Achievement
C	(55-69%)	Satisfactory or Acceptable Achievement
R	(under 55%)	Repeat The objectives of the course have not been achieved and the course must be repeated.

RESEARCH PROJECT:

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 cooperate on a regular basis in the field research and to submit reports and material on time. Students who do not participate in the field research cannot expect to be successful in this course.