

SAULT COLLEGE OF APPLIED ARTS
& TECHNOLOGY

SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

COURSE TITLE: MARKETING RESEARCH II

CODE NUMBER: BUS226-3

PROGRAM: BUSINESS


SEMESTER: FOUR

AUTHORS: STAN PRATT/J. BOUSHEAR/L. LITTLE

DATE: JANUARY, 1996

PREVIOUS OUTLINE: JANUARY, 1995

New: _____ Revision: X _____

APPROVED: 
DEAN, SCHOOL OF BUSINESS &
HOSPITALITY

04 Jan 95
DATE

MARKETING RESEARCH
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TOTAL CREDIT HOURS: THREE CONTACT (CLASS) HOURS PER WEEK:
THREE (3)
PREREQUISITE: BUS225 (Marketing Research)

I. COURSE DESCRIPTION:

BUS226 will be a continuation of Marketing Research I with an opportunity to conduct a field research project under supervision. It will also include an exploration of the strategies used to gain the acceptance of research results.

The course involves practical work experience. Students will conduct actual research for outside organizations. Student leadership will rotate during the development of the project. Students will work in teams. Each student will not necessarily personally perform all of the tasks outlined below, but each will be aware of the work that is conducted and should know that other people depend on her/his cooperation.

It is important for each participant to recognize that confidentiality is an important issue in marketing and each is expected to maintain that confidentiality.

II. STUDENT PERFORMANCE OBJECTIVES:

Upon successful completion of this course, the student will be able to:

1. Develop a plan for research of an actual business problem.
2. Conduct a study (primary and/or secondary research as required).
3. Analyze the information collected.
4. Present the research findings.

III. TOPICS TO BE COVERED:

1. Planning the marketing research project and identifying potential data sources.
2. Sampling.
3. Concepts of measurement including validity and reliability and the measurement of attitudes.
4. Survey research and questionnaire design.
5. Data preparation and summarization.
6. Presentation of research results.

IV. LEARNING ACTIVITIES:

- 1.0 Planning the marketing research project and identifying potential research resources.
Upon successful completion of this unit, the student will be able to:
 - 1.1 Conduct a situation analysis as required.
 - 1.2 Conduct an experience study as required.
 - 1.3 Locate and evaluate sources of secondary data as required.
 - 1.4 Define the research problem to be studied.
 - 1.5 Identify the information needed to resolve the problem under study.
 - 1.6 Assess the resources necessary to conduct the required study.
 - 1.7 Complete a research proposal.

- 2.0 Sampling.
Upon successful completion of this unit, the student will be able to:
 - 2.1 Select an appropriate sampling methodology (probability or non-probability).
 - 2.2 Select the appropriate type of sample.
 - 2.3 Identify an appropriate sample frame.
 - 2.4 Determine an appropriate sample size.
 - 2.5 Select the sample.

- 3.0 Concepts of measurement including validity, reliability, and the measurement of attitudes.
Upon successful completion of this unit, the student will be able to:
 - 3.1 Develop appropriate operational definitions.
 - 3.2 Identify the types of variables to research.
 - 3.3 Select the appropriate scales of measurement for research variables.
 - 3.4 Relate the measures of validity and reliability to an actual research undertaking.
 - 3.5 Select and develop the appropriate attitudinal rating scales as required by the variables under investigation in the study being conducted.

- 4.0 Survey research and questionnaire design.
Upon successful completion of this unit, the student will be able to:
 - 4.1 Identify and eliminate sources of error in research instruments.
 - 4.2 Select the appropriate research instrument (direct mail, telephone or personal interview).
 - 4.3 Develop strategies to minimize and to compensate for non-response error.

LEARNING ACTIVITIES (cont'd):

- 4.4 Design questionnaires with varying degrees of structure and directness.
- 4.5 Develop effective wording for questions using open-ended multiple choice and dichotomous types.
- 4.6 Eliminate bias from questions.
- 4.7 Choose appropriate wording, particularly with questions on sensitive topics.
- 4.8 Develop the appropriate sequencing and layout for questionnaires.

5.0 Data preparation and summarization.

Upon successful completion of this unit, the student will be able to:

- 5.1 Edit, code and tabulate data.
- 5.2 Statistically summarize data.
- 5.3 Graphically summarize data.

6.0 Presentation of Research Results.

Upon successful completion of this unit, the student will be able to:

- 6.1 Differentiate between technical and popular reports.
- 6.2 Develop a report to include the following format:

- | | |
|----------------------|------------------------------------|
| 1. Transmittal | 7. Findings |
| 2. Title Page | 8. Limitations |
| 3. Executive Summary | 9. Conclusions and Recommendations |
| 4. Table of Contents | 10. Appendices |
| 5. Introduction | 11. Bibliography |
| 6. Methodology | |

- 6.3 Assess and write at the appropriate level of formality.
- 6.4 Graphically and visually enhance the report.
- 6.5 Summarize the report findings in an oral format.

V. METHOD OF EVALUATION (GRADING METHOD):

Student grading will be based upon the following:

- | | |
|---|-------------|
| 1) Attendance: | |
| (2% per week for 15 weeks) | 30% |
| 2) Submit a completed Research Proposal | 20% |
| 3) Submit a completed Research Project | <u>50%</u> |
| TOTAL | <u>100%</u> |

Each student will be expected to attend regularly scheduled classes, team and client meetings. Each student will be assigned roles and responsibilities and be accountable for a portion of the research project. All of these will be mutually agreed upon beforehand and a learning contract will be drawn up between members of the team and the instructor.

MORE

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EVALUATION (GRADING) cont'd:

Student participation and leadership will be assessed through the administration of self and group evaluative instruments and through observation. Further details on these assignments will be provided in class.

Each student's grade will be based on the School of Business and Hospitality's grading system:

A+	(90-100%)	consistently outstanding
A	(80- 89%)	outstanding achievement
B	(70- 79%)	consistently above-average achievement
C	(60- 69%)	satisfactory or acceptable achievement
R	(under 60%)	repeat - the objectives have not been achieved and the course must be repeated.

VI. REQUIRED STUDENT RESOURCES:

McDaniel, Carl Jr., and Gates, Roger, Marketing Research Essentials, West Publishing Company, St. Paul, 1995.

Foster, Mary, and Macnaughton, Ross, A Marketing Research Workbook, Dryden/HBJ, Toronto, 1994.

Macnaughton, Ross, SumQuest Survey Software User's Manual - Version 5.0, SumQuest Software, Toronto, 1992. (The software is available from Software Support).

Minimum of three (3) 3½ inch DSHD floppy disks; IBM (DOS) compatible.

VII. SPECIAL NOTES:

Students will be placed in a simulated real work environment. As members of a research team each will have roles, responsibilities and certain accountability. Regular attendance in class and at scheduled meetings is necessary to be successful.

Each member's participation is crucial to the successful completion of the research project. Students can be dismissed from the team for lack of effort. Field research and reports must be submitted on time. Failure to submit reports in time will result in a five (5) percent reduction per weekday of lateness. All written reports must be word-processed and submitted on disk as well.

Students with special needs (e.g. physical limitations; visual and/or hearing impairments; learning disabilities) are encouraged to discuss required accommodations IN CONFIDENCE with the instructor.

Your Instructor reserves the right to modify the course as she/he deems necessary to meet the needs of the students.