

SAULT COLLEGE of ARTS and TECHNOLOGY  
SAULT STE MARIE, ONTARIO

COURSE OUTLINE

COURSE TITLE: Marketing Research II

CODE: BUS 226 SEMESTER: 1997W

PROGRAM: Business

PROFESSOR: James Siltala

DATE: Jan 1997 PREVIOUS OUTLINE DATE: Jan 1996

CREDITS: 3 TOTAL CREDIT HOURS: 45

PRE-REQUISITE: BUS225

APPROVED: *Joseph C. Penelton*  
DEAN, SCHOOL  
OF BUSINESS & HOSPITALITY

970103  
DATE

## **I. 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. This course is a practical work experience.

Students will conduct actual research for outside organizations. Student leadership will rotate during the development of the project. You will work as a team. You will not necessarily personally perform all of the tasks outlined below. You will be aware of the work that is conducted and you should know that other people depend on your cooperation. It is important for you to recognize that confidentiality is an important issue in marketing and you are expected to maintain that confidentiality.

## **II. LEARNING OUTCOMES AND THE ELEMENTS OF THE PERFORMANCE**

### **A. Learning Outcomes**

1. Develop a plan for research of an actual business problem.
2. Conduct a study (primary and/or secondary as required).
3. Analyze the information collected.
4. Present the research findings.
5. Demonstrate by means of regular attendance, punctuality, respect for fellow students as well as equipment, a willingness to assume the responsibility of employment.

### **B. Learning Outcomes and Elements of the Performance**

**Outcome 1:** Develop a plan for research of an actual business problem.

#### *Elements of the performance*

Plan the marketing research project and identify potential research resources.

Conduct a situation analysis.

Conduct an experience study.

Locate and evaluate sources of secondary data.

Define the research problem to be studied.

Identify the information needed to resolve the problem under study.

Assess the resources necessary to conduct the required to complete the study

Complete a research proposal

*This learning outcome will constitute 20% of the courses grade*

**Outcome 2:** Conduct a study (primary and/or secondary research as required).

*Elements of the performance*

Complete sampling:

- Select an appropriate sampling methodology (probability or non-probability)
- Select the appropriate type of sample.
- Identify an appropriate sample frame.
- Determine an appropriate sample size
- Select the sample

Establish concepts of measurement including validity, reliability, and the measurement of attitudes

- Develop appropriate operational definitions.
- Identify the types of variables to research.
- Select the appropriate scales of measurement for research variables.
- Relate the measures of validity and reliability to an actual research undertaking.
- Select and develop the appropriate attitudinal rating scales as required by the variables under investigation as required by the study being conducted.

Select survey method and design questionnaire

- Identify and eliminate sources of error in research instruments.
- Select the appropriate research instrument (direct mail telephone or personal interview).
- Develop strategies to minimize and to compensate for non-response error.
- Design questionnaires with varying degrees of structure and directness.
- Develop effective wording for questions using open ended multiple choice and dichotomous types.
- Eliminate bias from questions.
- Choose appropriate wording, particularly with questions on sensitive topics.
- Develop the appropriate sequencing and layout for questionnaires.

*This learning outcome will constitute 20% of the courses grade*

**Outcome 3:** Analyze the information collected.

Enter data into SumQuest computer program  
Edit, code and tabulate data.  
Statistically summarize data.  
Graphically summarize data.

**Outcome 4:** Present the research findings.

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

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

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

*This learning outcome will constitute 20% of the courses grade*

**Outcome 5:** Demonstrate by means of regular attendance, punctuality, respect for fellow students as well as equipment, a willingness to assume the responsibility of employment.

*Elements of the performance:*

- i) be present for all scheduled classes
- ii) be present in the lab or classroom within 5 minutes of the scheduled starting time
- iii) be present for the taking of attendance
- iv) provide a satisfactory reason for leaving the class early
- v) provide a reasonable excuse to the professor for being absent from the class
- vi) provide a written statement to the professor explaining the reason(s) for being absent on assignment due dates or the date of a scheduled class test.

- vii) demonstrate behavior that does not interfere with or obstruct the over-all learning environment.
- viii) actively participate in all course assignments and projects.
- ix) operate any and all lab/classroom equipment according to guidelines prescribed by the college and/or professor

*This learning outcome will constitute 20% of the course's grade.*

### **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