

**SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY**

**SAULT STE. MARIE, ON**



**COURSE OUTLINE**

**COURSE TITLE: MARKETING RESEARCH II**

**CODE NO.: BUS.226**

**SEMESTER: 99W**

**PROGRAM: BUSINESS**

**AUTHOR: LARRY LITTLE**

**DATE: JANUARY 1999**

**PREVIOUS OUTLINE DATED: JAN. 1998**

**APPROVED:**

  
**DEAN**

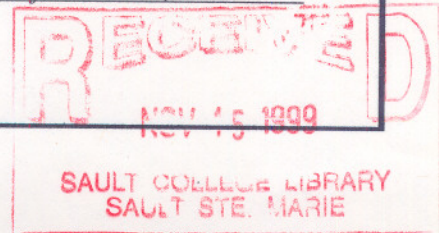
  
**DATE**

**TOTAL CREDITS 3**

**PREREQUISITE(S): MARKETING RESEARCH I**

**LENGTH OF COURSE: 4HRS./WK. X 16 WEEKS TOTAL CREDIT HOURS: 64**

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*For additional information, please contact J Fruchter, School of Business,*  
*(705) 759-2554 Ext. 688*



- I. COURSE DESCRIPTION:** This course will provide students with an opportunity to conduct a practical field research project under supervision. Students will conduct actual research for a client. They will work as members of a project team in a simulated work environment. The acquisition of knowledge, development of skills, and the positive attitude one must carry with him/her to be successful in business will be demonstrated throughout the project.
- II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:**  
(Generic Skills Learning Outcomes placement on the course outline will be determined and communicated at a later date.)

Upon successful completion of this course, the student will demonstrate the ability to:

- 1) Work as a member of a project group (team).

Potential Elements of the Performance:

- a. Form a project group
- b. Investigate and select a research project
- c. Assign roles and outline responsibilities for each member
- d. Design a preliminary work plan
- e. Make the necessary preparations to work with a client.

*This learning outcome will constitute 10% of the course's grade.*

- 2) Develop a plan for the research of an actual business problem.

Potential Elements of the Performance:

- a. Conduct an analysis of the situation
- b. Define the problem to be studied
- c. Assess the resources necessary to conduct the research
- d. Map out a preliminary plan
- e. Submit a Research Proposal
- f. Obtain approval to proceed

*This learning outcome will constitute 10% of the course's grade.*

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3) Conduct the Research Project.

Potential Elements of the Performance:

- a. This will include proceeding with a plan which may encompass the following depending on the project:

Sampling

- i. Select an appropriate sampling method (probability or non-probability)
- ii. Selection of an appropriate sample type, frame and size

Measurement

- i. Selecting measurement criteria that ensure validity, and reliability.

Survey Research and Questionnaire Design

- i. Select and design the appropriate research instrument and method (direct mail, telephone, personal interview).
- ii. Minimize errors, test prior to using

Conduct the research.

*This learning outcome will constitute 15% of the course's grade.*

4) Compile tabulate and summarize research results.

Potential Elements of Performance:

- a. Edit, code and tabulate data (using Sum Quest Software)
- b. Statistically summarize data
- c. Graphically summarize data

*This learning outcome will constitute 10% of the course's grade.*

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- 5) Prepare a presentation of the research results.

Potential Elements of Performance:

- a. Develop a report to include the following:

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

- b. Prepare and deliver an oral presentation to accompany the report use visual aides (power point)

*This learning outcome will constitute 25% of the course's grade.*

- 6) Demonstrate by means of regular attendance, punctuality, respect for fellow students, clients, as well as the professor, a willingness to assume the responsibility of employment

Potential Elements of Performance:

- be present for all scheduled classes and group meetings,
- be on time for classes and meetings,
- provide a reasonable excuse for absences,
- provide a written excuse for absences on assignment due dates, or the date of a scheduled test,
- demonstrate behaviour that does not interfere with or obstruct the learning environment, in class and in groups,
- act in a professional manner in all dealings with clients

*This learning outcome will constitute 30% of the course's grade.*

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**III. TOPICS:**

- 1) Getting Organized
2. Identifying and Selecting a Project
3. Developing a Research Plan
4. Conducting the Research
5. Tabulating and Summarizing the Results
6. Preparing a Presentation

**IV. REQUIRED RESOURCES/TEXTS/MATERIALS:**

TEXT: The Marketing Research Project Manual,  
Glen R. Jarboe.

**V. EVALUATION PROCESS/GRADING SYSTEM**

The following semester grades will be assigned to students in postsecondary courses:

<u>Grade</u>	<u>Definition</u>	<u>Grade Point Equivalent</u>
A+	90 – 100%	4.00
A	80 – 89%	3.75
B	70 – 79%	3.00
C	60 – 69%	2.00
R (Repeat)	59% or below	0.00
CR (Credit)	Credit for diploma requirements has been awarded.	
S	Satisfactory achievement in field placement or non-graded subject areas.	
X	A temporary grade – limited to situations with extenuating circumstances giving a student additional time to complete the	

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NR requirements for a course (see Policies & Procedures Manual - Deferred Grades and Make-up).  
Grade not reported to Registrar's office. This is used to facilitate transcript preparation when, for extenuating circumstances, it has been impossible for the faculty member to report grades.

**Project Evaluation:**

1. Completion of a Work Plan	10%
2. Submission of a Research Proposal	10%
3. Conducting Research, Tabulating, Summarizing and Completing Interim Reports	25%
4. Submission of a Final Research Report and Oral Presentation	25%
5. Attendance and Participation ( in class and in your group)	30%
** peer evaluations will be used throughout the project.	<u>100%</u>

**VI. SPECIAL NOTES:**

- **Special Needs**  
If you are a student with special needs (eg. physical limitations, visual impairments, hearing impairments, learning disabilities), you are encouraged to discuss required accommodations with the instructor and/or contact the Special Needs Office, Room E1204, Ext. 493, 717, 491 so that support services can be arranged for you.
- **Retention of Course Outlines**  
It is the responsibility of the student to retain all course outlines for possible future use in acquiring advanced standing at other post-secondary institutions.

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- **Course Modification**  
The instructor reserves the right to modify the course as deemed necessary to meet the needs of students.
- **Disclaimer for Meeting the Needs of the Learners**
- **Substitute Course Information is available at the Registrar's Office.**
- **Any Other Special Notes appropriate to your course.**

#### **VII. PRIOR LEARNING ASSESSMENT**

Students who wish to apply for advanced credit in the course should consult the instructor. Credit for prior learning will be given upon successful completion of the following: