


SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY
SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

Course Title: MARKET RESEARCH II
Code No.: BUS 226-3
Program: FINANCE & SALES MANAGEMENT/ADVERTISING MANAGEMENT
Semester: FOUR
Date: JANUARY, 1984
Author: J. N. BOUSHEAR

New: X Revision: _____

APPROVED:


Chairperson

83.12.21
Date

CALENDAR DESCRIPTION

MARKET RESEARCH II
Course Name

BUS 226-3
Course Number

PHILOSOPHY/GOALS:

A continuation of Market Research I presenting 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	25%	40	
Written Report	25%		
Skill Development Assessment	50%	60	{ 40 individual
	<u>100%</u>		{ 20 group effort

A - 85 - 100%
B - 70 - 84%
C - 55 - 69%

TEXTBOOK(S):

Marketing Research, 2nd Edition, George Kress, Reston Publishing (1982)

PERFORMANCE MEASUREMENT:

MAR 1

A written examination ~~near the end of January~~ will conclude the theoretical part of the course.

Written Report - Each student will plan, organize and develop a report dealing with some concrete aspect of marketing research. This assignment will require a library search. The selection of a topic, issue, or problem is left to the students discretion but should be approved by your instructor. The report shall not exceed 8 typed, double-spaced pages plus a bibliography.

DUE: March 30th, 1984

LATE ASSIGNMENTS WILL NOT BE ACCEPTED.

Unusual and original excuses (if there are any) have a limited chance of success.

SKILL DEVELOPMENT ASSESSMENT:

To a large extent the success of our research projects will be based on the efforts and interest of students. You will be working on a ~~number of~~ research projects ~~as time permits~~. Students are expected to co-operate on a regular basis in the field of research projects.* Students who do not participate in the field research cannot expect to be successful in this course.

and ^{required} to submit individual progress reports.