



## COURSE INFORMATION

A: Division: **INSTRUCTIONAL** Date: **MARCH 1996**  
B: Faculty: **COMMERCE AND BUSINESS ADMINISTRATION** New Course: **X**  
Program: **INTERNATIONAL BUSINESS STUDIES** Revision of Course Information form:  
C: **MARK 315** D: **INTERNATIONAL MARKETING RESEARCH** E: **3**

Subject &amp; Course No.

Descriptive Title

Semester Credit

F: Calendar Description: This course will provide students with a detailed study of the principles and methods of research as applied to the international community. Topics covered include identification and evaluation of research needs, methods of acquiring information, tools for analysis and presentation of findings. The focus will be on challenges of collecting and using research across cultural boundaries. Extensive use will be made of computer-based applications, including spreadsheets, on-line research and internet browsers.

Summary of Revisions:

G: Type of instruction: Hrs per week

Lecture:	2	Hrs.
Laboratory:		Hrs.
Seminar:	2	Hrs.
Clinical Experience:		Hrs.
Field Experience:		Hrs.
Practicum:		Hrs.
Shop:		Hrs.
Studio:		Hrs.
Student Directed Learning:		Hrs.
Other (Specify)		Hrs.
Total:	4	Hrs.

H: Course Prerequisites:

**(BUSN 330 or MATH 125) and (BUSN 337 or BUSN 430 or BUSN 432) and MARK 120**

I: Course Corequisites:

nil 429.

J: Course for which this Course is a Prerequisite:

**BUSN 401**

K: Maximum Class Size:

**35**

L: College Credit Transfer	<input checked="" type="checkbox"/>
College Credit Non-Transfer	<input type="checkbox"/>
Non-Credit	<input type="checkbox"/>

M: Transfer Credit:

Requested:

☒

Granted:

Specify Course Equivalents or Unassigned Credit as appropriate:

BCOU

SFU

**BUS 447 (3)**

UBC

**COMM 365 (3)**

UNBC

**COMM 441 (3)**

UVIC

**COM 350 (1.5)**

Other:

Course Designer(s)

Director/Chairperson

Divisional Dean

Registrar

**N: TEXTBOOKS AND MATERIALS TO BE PURCHASED BY STUDENTS**

Craig and Douglas. International Market Research, Latest Ed. Prentice Hall.

Lescher, John F. Online Market Research, Latest Ed. Toronto:  
Addison-Wesley Publishing Ltd.

Selected readings compiled for students from various business sources.

**O: COURSE OBJECTIVES**

The student will be able to:

1. explain the role of marketing research, the process involved in integrating it with business strategy, and the challenges of researching across international and cultural borders;
2. define the research problem and develop an approach in an international context;
3. develop a framework and formulate a research design for conducting international marketing research;
4. design the principal types of survey research;
5. conduct field work, and explain the challenges and adaptations necessary for international data collection;
6. analyze and prepare data resulting from research studies;
7. illustrate how a report is prepared in international research;
8. use computerized statistical techniques for collecting and analyzing data.

**P: COURSE CONTENT**

This course will cover the principles and methods of marketing research conducted in and international environment. It will cover the economic, government, legal, structural, informational, technological and socio-cultural environments as they need to be considered for effective research.

1. Market Research Explained
  - . what market research is, and how it is used
  - . global research applications
  - . information systems and access

2. The Market Research Process
  - . research techniques
  - . types of research
  - . market evaluation
  - . stages in the process, tactics
3. Secondary Research
  - . sources
  - . use of automated research tools
  - . developing consistency over international sources and data
4. Data Analysis
  - . editing and coding
  - . using statistical computer programs
  - . consistency over collection area
  - . descriptive statistics
  - . univariate and bivariate techniques
  - . interpretation of data
5. Presentation of Findings
  - . report preparation
  - . presentation of information in business terms
  - . oral presentation
  - . follow-up

**Q: METHOD OF INSTRUCTION**

Lecture and seminar.

**R: COURSE EVALUATION**

Cases and assignments (4 @ 10%)	40 %
Term test	15 %
Final examination	15 %
Major project and presentation	<u>30 %</u>
	<u>100 %</u>