



A: Division: **Instruction**

Date:

May 1999

B: Department/ **Commerce & Business Admin.**
Program Area: **Marketing Management**

New Course

Revision

If Revision, Section(s) Revised: **C,H,I,M,N,O,Q**

Date Last Revised:

September 1995

C: MARK 441

D:

Marketing Research

E:

3

Subject & Course No.

Descriptive Title

Semester Credits

F: Calendar Description: This course provides a detailed study of the objectives, principles and methods of marketing research, which is covered from the perspective of the user as well as the practitioner of the research. This course focuses principally on providing quality information upon which managers can act. Computer-based applications of mathematical and statistical techniques are used.

G: Allocation of Contact Hours to Types of Instruction/Learning Settings

Primary Methods of Instructional Delivery and/or Learning Settings:

Lectures and Seminars

Number of Contact Hours: (per week / semester for each descriptor)

Lecture: 2 Hrs.
Seminar: 2 Hr.
Total: 4 Hrs.

Number of Weeks per Semester:

15 Weeks X 4 Hrs per week = 60 Hrs.

H: Course Prerequisites:

MARK 120 and BUSN 429 and CISY 110 and (CMNS 115 or any English UT course)

I: Course Corequisites:

Nil

J: Course for which this Course is a Prerequisite:

MARK 483

K: Maximum Class Size:

30

L: PLEASE INDICATE:

Non-Credit

College Credit Non-Transfer

College Credit Transfer:

Requested

Granted

SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS (www.bccat.bc.ca)

M: Course Objectives/Learning Outcomes

At the end of the course, the successful student should be able to:

1. explain the role of marketing research, and the process involved in integrating it into marketing strategy;
2. develop problem or opportunity formulation skills;
3. develop a market research plan and the tactics to implement it;
4. identify the objectives and methods of marketing research;
5. design the main types of survey research;
6. use a set of computerized statistical techniques for analyzing data.
7. interpret and analyze research;
8. explain the results of research analysis in business terms.

N: Course Content

1. The role of marketing research.
2. The marketing research process.
3. Organizational and ethical issues.
4. Problem definition and the research proposal.
5. Exploratory research and qualitative analysis.
6. Secondary data.
7. Research designs for collecting primary data.
8. Measurement concepts.
9. Sampling and fieldwork.
10. Data analysis.
11. Communicating research results.

O: Methods of Instruction

This course consists of a mixture of lecture and seminar, and practical application of techniques is done through exercises and project work.

P: Textbooks and Materials to be Purchased by Students:

N: TEXTBOOKS AND MATERIALS TO BE PURCHASED BY STUDENTS

Zikmund, William G. Exploring Marketing Research, Latest Ed. Fort Worth, Texas: The Dryden Press.

This text is also used in MARK 483

Leonard, Thomas L. Study Guide: Experiencing Marketing Research - A Student Project Manual, Latest Ed. Fort Worth, Texas: The Dryden Press.

Q: Means of Assessment

Class participation	10%
Assignments (3) and Project	50%
Term test	20%
Final examination	<u>20%</u>

100%

STUDENTS MUST COMPLETE ALL COMPONENTS OF THE COURSE TO OBTAIN CREDIT FOR THE COURSE.

R: Prior Learning Assessment and Recognition: specify whether course is open for PLAR

No.

Course Designer(s)

G. Tibbo

Education Council/Curriculum Committee Representative

Dean/Director

Jim Sator

Registrar

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