

A. Division: **INSTRUCTIONAL**

Date:

MARCH 1996

COMMERCE AND BUSINESS

ADMINISTRATION

Program: **INTERNATIONAL BUSINESS STUDIES**

Revision of Course
information form:

C: **MARK 315**
RESEARCH

D: **INTERNATIONAL MARKETING**

E: **3**

Descriptive Title

Semester Credit

Subject & Course No.

SELECTED BY STUDENTS:

NEW TEXTBOOKS AND MATERIALS TO BE PURCHASED

Lescher, John F. Online Market Research, Latest Ed. Toronto:

Lescher, John F. Online Market Research
Addison-Wesley Publishing Ltd.

Selected readings compiled for students from various business sources

O: COURSE OBJECTIVES

The student will be able to:

of marketing research the process involved in interpreting it with... explain the role

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

4. Data Analysis

- . editing and coding
- . using statistical computer programs
- . consistency over collection area
- . descriptive statistics