

EFFECTIVE: SEPTEMBER 2004 CURRICULUM GUIDELINES

A.	Division:	Instruction	Ef	fective Date:	September 2004	
В.	Department / Program Area:	Commerce & Business Admin. Marketing Management		evision	X New Course	
				Revision, Section(s) evised:	С, Н, Ј, Р и	
	rse No. Descript		tive Ti	ve 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 Type of Instruction		H:	H: Course Prerequisites:		
					BUSN 2429 and CISY 1110 or any English UT course)	
			I:	I: Course Corequisites:		
				Nil		
			J:	Course for which this Course is a Prerequisite		
				MARK 4483		
	Number of Wee	eks per Semester:				
	15 Weeks X 4 Hours per Week = 60 Hours		K:	K: Maximum Class Size:		
				30		
L:	PLEASE INDICATE:					
	Non-Credit					
	X College Credit Non-Transfer					
	College Credit Transfer:					
	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

Zikmund, William G. Exploring Marketing Research, Latest Ed. Fort Worth, Texas: The Dryden Press. This text is also used in MARK 4483

Leonard, Thomas L. <u>Study Guide: Experiencing Marketing Research - A Student Project Manual</u>, 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 20%
100%

STUDENTS MUST COMPLETE <u>ALL</u> 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): Gail Tibbo Education Council / Curriculum Committee Representative

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