

<p>M: Course Objectives / Learning Outcomes</p> <p>At the end of the course, the successful student should be able to:</p> <ol style="list-style-type: none"> 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. 										
<p>N: Course Content:</p> <ol style="list-style-type: none"> 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. 										
<p>O: Methods of Instruction</p> <p>This course consists of a mixture of lecture and seminar, and practical application of techniques is done through exercises and project work.</p>										
<p>P: Textbooks and Materials to be Purchased by Students</p> <p>Zikmund, William G. <u>Exploring Marketing Research</u>, Latest Ed. Fort Worth, Texas: The Dryden Press.</p> <p>Leonard, Thomas L. <u>Study Guide: Experiencing Marketing Research - A Student Project Manual</u>, Latest Ed. Fort Worth, Texas: The Dryden Press.</p>										
<p>Q: Means of Assessment</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 80%;">Class participation</td> <td style="text-align: right;">10%</td> </tr> <tr> <td>Assignments (3) and Project</td> <td style="text-align: right;">50%</td> </tr> <tr> <td>Term test</td> <td style="text-align: right;">20%</td> </tr> <tr> <td>Final examination</td> <td style="text-align: right;"><u>20%</u></td> </tr> <tr> <td></td> <td style="text-align: right;"><u>100%</u></td> </tr> </table> <p>STUDENTS MUST COMPLETE <u>ALL</u> COMPONENTS OF THE COURSE TO OBTAIN CREDIT FOR THE COURSE.</p>	Class participation	10%	Assignments (3) and Project	50%	Term test	20%	Final examination	<u>20%</u>		<u>100%</u>
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<p>R: Prior Learning Assessment and Recognition: specify whether course is open for PLAR</p> <p>No</p>										

Course Designer(s): **Gail Tibbo**

Education Council / Curriculum Committee Representative

Dean / Director: **Rosilyn G. Coulson**

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