

GRANDE PRAIRIE REGIONAL COLLEGE
BUSINESS ADMINISTRATION
COURSE OUTLINE

BA 2200 MARKETING RESEARCH 3(3-0) FALL 1996

INSTRUCTOR: Bill Corcoran

OFFICE: C-307

OFFICE HOURS: Monday to Thursday 8:30 - 9:30 a.m.
or by appointment

TELEPHONE: 539-2735

REQUIRED TEXT: Foster, Mary K. and Macnaughton, Ross. A Marketing Research Workbook. Toronto: Holt, Rinehart, and Winston, 1994.

TEXT USAGE: The text will be used extensively in the course. Each student should purchase his or her own copy.

PREREQUISITES: BA 1090 (Marketing) and BA 1050 (Math and Stats.)

COURSE DESCRIPTION: This course will help you identify, structure, and solve marketing problems. The evolution of the usefulness of marketing research to help solve marketing problems is covered. Also, the design and implementation of sound research projects, at the least possible cost, are covered. Using analytical skills and the basic underlying principles, you will learn how to design a decisional research project.

COURSE FORMAT: BA 2200 consists of three hours of instruction weekly. The course is based around a hands-on marketing research project. Class time will be spent covering marketing research theory, working with your project group, consulting with the instructor, and presenting the various phases of your project.

COURSE OBJECTIVES:

Marketing research is the function which links the consumer to the marketer through information. By the end of the course, you should be able to:

1. Specify the information requirements to address specific marketing information issues
2. Design the method for collecting information
3. Manage and implement the data collection process
4. Analyze the results
5. Communicate the results to clients

GRADING:

Grande Prairie Regional College uses the following nine-point grading scale:

90 - 100%	9
80 - 89	8
72 - 79	7
65 - 71	6
57 - 64	5
50 - 56	4
45 - 49	3
26 - 44	2
0 - 25	1

EVALUATION:

The following components will determine your final grade:

1. Progress Report #1 (The Idea)..... 5%
2. Test #1 15%
3. Progress Report #2 (The Proposal)..... 10%
4. Computer Assignment 5%
5. Progress Report #3 (The Instrument) 10%
6. Test #2 15%
7. Progress Report #4 (The Draft) Credit
8. Final Report 30%
9. Take Home Final 10%

**GROUND
RULES:**

1. All assignments are due at the beginning of class on the due date.
2. If you feel you have a valid reason for an extension to a due date, please request the extension at least 24 hours in advance.
3. Unauthorized late assignments, if accepted, will have a 15% per day late penalty applied to the assignment grade.
4. **NOTE: All assignments and tests must be completed to receive credit for this course. Students who have not handed in one or more assignments will be assigned a grade of INCOMPLETE.**
5. All hand-in assignments must be word processed or typewritten.
6. All in-class presentations are expected to be conducted in a professional manner (e.g., planned, visual aids, logically structured, etc.)
7. You are expected to attend ALL scheduled classes unless otherwise told. If you must miss a class, please talk to me about it, preferably beforehand. You are responsible for obtaining any notes or hand outs you have missed.

NOTE: You should treat class attendance like you would treat paid work attendance. Instructors, like employers, expect an explanation for any absences.

**GROUP
WORK**

1. Since 60% of your course grade is based upon a group-based project, choose your group members and topic carefully. As a group member, remember the golden rule: Treat others like you would like to be treated.
2. Since many of you are taking other group projected based courses (i.e BA 2090, BA 2100), consider using the same organization for more than one project. For example, a not-for-profit organization may have a need for a marketing plan and a marketing research study.

CLASS SCHEDULE

<u>Week</u>	<u>Topic</u>	<u>Read</u>
September 5	-Course Outline -Overview	-Course Outline -Project Guidelines
September 10, 12	-Background -Secondary Research	-Chapter 1 -Chapter 2
September 17, 19	-Secondary Research -Library Visit	-Chapter 2
September 24, 26	-Qualitative Research -Quantitative Research	-Chapter 3 -Chapter 4 (p.87-94)
October 1, 3	-Consultation #1 -Progress #1 (Oct. 3) -Sampling	-Chapter 4 (p.94-106)
October 8, 10	-Sampling -Test #1 (Oct. 10)	-Chapter 4 (p.94-106)
October 15, 17	-Questionnaire Design	-Chapter 5 -Chapter 8 (p.188-193)
October 22, 24	-Consultation #2 -Progress #2 (Oct. 24)	
October 29, 31	-Marketing Research Software	-T.B.A.
November 5, 7	-Computer As. (Nov. 5) -Consultation #3 -Progress #3 (Nov. 7)	
November 12, 14	-Data Analysis	-Chapter 7 -Exercise 7.1 (1,2)
November 19, 21	-Reporting Results -Test #2 (Nov. 21)	-Review BA 1020 notes
November 26, 28	-Consultation #4 -Progress #4 (Nov. 26)	
December 3, 5	-Presentations -Final Report (Dec. 3 or 5)	
December 12	-Take Home Final Due	