

Grande Prairie Regional College
Department of Business Administration
Course Outline

BA 2200 Marketing - Research 3(3-0)

INSTRUCTOR: Donald Brown
OFFICE: C413
PHONE: 539-2007 (work)
532-1119 (home)

MATERIALS REQUIRED: Text: Contemporary Marketing; Second Edition
Carl McDaniel, Jr., Roger Gates, West Publishing
Co., 1993.

PREREQUISITE: BA 1050(Math & Stats.) and BA 1090 (Marketing)

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

COURSE OBJECTIVES: Marketing research is the function which links the consumer to the marketer through information. You will be expected to specify the information requirements to address specific marketing issues; design the method for collecting information; manage and implement the data collection process; analyze the results; and communicate the findings to actual clients.

EVALUATION: The following components will determine your final grade:

Mid-Term Test	20%
Case (Individual)	30%
Progress Report(s)	20%
Final Report	30%

Final Report is due April 6, 6:30pm.

Detailed Schedule of class

1. Jan. 5 Course Outlines
Introduction
Formation of Groups for Project
Read Chapters 1 & 2.
2. Jan. 12 Client presentations (if available)
The Marketing Research Process
Read Chapter 5 & 7
3. Jan. 19 Groups submit their proposed projects
Research Design
Read Chapter 6 & 12
4. Jan. 26 Focus Groups
Questionnaire
Observation
Discussion
Read Chapter 11
5. Feb. 2 First Progress Report - Marketing Research Proposal
 - a. Marketing Research Problem and Objectives
 - b. Information needed
 - c. Scope of Research - limitations & benefits
 - d. Methodology proposed - pretesting
 - e. Time schedule - budget
 - f. Resources - personnelAttitude Measurement
Read Chapter 13 & 14
6. Feb. 9 Sampling
Case - 30%
7. Feb. 16 Case due
Mid-Term - 30%
8. Mar. 2 Second Progress Report - Objective Statement
 - a. Results of initial investigation
 - b. Formulation of specific problem
 - c. testing instruments
 - d. client reactionsData Processing and Analysis
Read Chapter - 15
9. Mar. 9 Statistical Testing
Read Chapter - 16
10. Mar. 16 Third Progress Report - An oral status report to the class
Discussion on problems with projects
Read Chapter 19
11. Mar. 23 Presenting the Results of Marketing Research
Fourth Progress Report - Draft Outline
12. Mar 30. Discussion on problems with projects
Ethics
Read chapter 4
13. April 6 Project due (30%)
Presentation to class of synopsis of project
14. April 13 Return of Projects and Final Marks.

Marketing Research Report.

1. Due April 6, 1994 at 6:30 pm. 10% penalty for every day that the project is submitted late. No extensions will be given, however the client may wish you to continue your investigation after the class report is due.
2. Both progress report(s) and final report are to be submitted in typed form.
3. The following marking plan will be used for the final report.

a. Creativity and Polish of Presentation	20%
b. Defining the nature of the Problem	10%
c. Use of secondary data	10%
d. Fact gathering investigation	10%
e. Solution orientated investigation	15%
f. Analysis of data	15%
g. Grammar and Statistics	10%
h. Overall depth and usefulness	10%

Total	<u>100%</u>
-------	-------------

4. Groups will not be larger than three members and each member is to be evaluated by their peers (Participant evaluation sheet)
5. The total value of this group project is 50% of you grade
 - a. progress report(s) - 20%
 - b. final report - 30%
6. Bonus marks (10%) are available if students are willing to prepare oral presentations to their prospective clients as part of their final report. The deadline for the Bonus marks is April 20, 1994.
7. There are a minimum of 4 progress (type written) reports (5% each) expected during the term.
8. Do NOT make the mistake of waiting too long to begin work on your project. The more time you spend on your project the greater the probability that you will avoid serious pitfalls.