



**EFFECTIVE: MAY, 2008**  
**CURRICULUM GUIDELINES**

A. Division: **Education** Effective Date: **May, 2008**

B. Department / Program Area: **Commerce & Business Admin. Marketing Management** Revision  New Course

If Revision, Section(s) Revised: **H**

Date of Previous Revision: **September 2004**

Date of Current Revision: **March 2008**

C: **MARK 3441** D: **Marketing Research** E: **3**

Subject & Course No.	Descriptive Title	Semester Credits						
F: Calendar Description:	<p><b>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 takes a managerial focus, and emphasizes market intelligence, providing quality information upon which managers can act and make informed decisions. Computer-based applications of mathematical and statistical techniques are used.</b></p>							
<p><b>G:</b> Allocation of Contact Hours to Type of Instruction / Learning Settings</p> <p>Primary Methods of Instructional Delivery and/or Learning Settings:</p> <p><b>Lectures and Seminars</b></p> <p>Number of Contact Hours: (per week / semester for each descriptor)</p> <p><b>Lecture: 2 Hours</b>  <b>Seminar: 2 Hours</b>  <b>Total: 4 Hours</b></p> <p>Number of Weeks per Semester:</p> <p><b>15 Weeks X 4 Hours per Week = 60 Hours</b></p>	<p><b>H:</b> Course Prerequisites:</p> <p><b>MARK 1120 and BUSN 2429 and CSIS 1110 and CMNS 1115 or (any English UT course)</b></p> <p><b>I:</b> Course Corequisites:</p> <p><b>Nil</b></p> <p><b>J:</b> Course for which this Course is a Prerequisite</p> <p><b>MARK 4483</b></p> <p><b>K:</b> Maximum Class Size:</p> <p><b>30</b></p>							
<p><b>L:</b> PLEASE INDICATE:</p> <table style="border-collapse: collapse;"> <tr> <td style="border: 1px solid black; width: 30px; height: 20px; text-align: center;"> </td> <td style="padding-left: 10px;">Non-Credit</td> </tr> <tr> <td style="border: 1px solid black; width: 30px; height: 20px; text-align: center;">X</td> <td style="padding-left: 10px;">College Credit Non-Transfer</td> </tr> <tr> <td style="border: 1px solid black; width: 30px; height: 20px; text-align: center;"> </td> <td style="padding-left: 10px;">College Credit Transfer:</td> </tr> </table> <p style="text-align: center;">SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS (<a href="http://www.bctransferguide.ca">www.bctransferguide.ca</a>)</p>				Non-Credit	X	College Credit Non-Transfer		College Credit Transfer:
	Non-Credit							
X	College Credit Non-Transfer							
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<p><b>M:</b> 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"> <li>1. explain the role of marketing research, and the process involved in integrating it into marketing strategy;</li> <li>2. develop problem or opportunity formulation skills;</li> <li>3. develop a market research plan and the tactics to implement it;</li> <li>4. identify the objectives and methods of marketing research;</li> <li>5. design the main types of survey research;</li> <li>6. use a set of computerized statistical techniques for analyzing data.</li> <li>7. interpret and analyze research;</li> <li>8. explain the results of research analysis in business terms.</li> </ol>										
<p><b>N:</b> Course Content:</p> <ol style="list-style-type: none"> <li>1. The role of marketing research.</li> <li>2. The marketing research process.</li> <li>3. Organizational and ethical issues.</li> <li>4. Problem definition and the research proposal.</li> <li>5. Exploratory research and qualitative analysis.</li> <li>6. Secondary data.</li> <li>7. On-line research</li> <li>8. Research designs for collecting primary data.</li> <li>9. Measurement concepts.</li> <li>10. Sampling and fieldwork.</li> <li>11. Data analysis.</li> <li>12. Reporting &amp; communicating research results.</li> </ol>										
<p><b>O:</b> 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><b>P:</b> Textbooks and Materials to be Purchased by Students</p> <p>Zikmund, William G., Bodur, H. Onur <u>Effective Marketing Research in Canada</u>, Latest Canadian Ed. Thomson Nelson (Thomson Canada Limited) or equivalent.</p> <p>Leonard, Thomas L. <u>Study Guide: Experiencing Marketing Research - A Student Project Manual</u>, Latest Ed. Fort Worth, Texas: The Dryden Press or equivalent.</p>										
<p><b>Q:</b> 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 (4) and Project</td> <td style="text-align: right;">40%</td> </tr> <tr> <td>Term test</td> <td style="text-align: right;">25%</td> </tr> <tr> <td>Term Project and Presentation</td> <td style="text-align: right;"><u>25%</u></td> </tr> <tr> <td></td> <td style="text-align: right;"><u>100%</u></td> </tr> </table> <p><b>STUDENTS MUST COMPLETE <u>ALL</u> COMPONENTS OF THE COURSE TO OBTAIN CREDIT FOR THE COURSE.</b></p>	Class participation	10%	Assignments (4) and Project	40%	Term test	25%	Term Project and Presentation	<u>25%</u>		<u>100%</u>
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<p><b>R:</b> 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**

Registrar: **Trish Angus**