

# Marketing Research

BA 2200 (3-0, 3 credits)

## Research - the key to profitable decisions

### Basic Course Information

#### Instructor

Bill Corcoran  
Room B 309  
539-2735 (messages) or  
corcoran@gprc.ab.ca

#### Office Hours

M,W,F 9-10 a.m.

or by appointment. Making an appointment is usually better; I'm prone to wandering.

#### Text

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

#### Text Usage

The text will be used extensively in this course. You must have access to one.

#### Transferability

Some universities may give you credit for this course on a block transfer or course-by-course basis. Check with the receiving institution.

#### Grading Scheme

Progress Report 1 .....	5%
Test #1 .....	15%
Progress Report 2 .....	10%
Computer Assignment .....	5%
Progress Report 3 .....	10%
Test #2 .....	15%
Progress Report 4 .....	credit
Final Report .....	30%
Take Home Final .....	10%



### 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 least possible cost, are covered. Using analytical skills and the basic underlying principles, you will learn how to design a decisional research project.

### Tips for Succeeding with the Project

1. **Start** the project early in the term.
2. **Choose** your group members wisely.
3. **Choose** a client who will actively work with you.
4. **Construct** a clear research question ; be clear about the objectives of your study
5. **Incorporate** relevant secondary marketing research into your project.
6. **Keep** your data collection instrument short.
7. **Allow** ample time for editing your research instrument; collecting and analyzing the results; and writing the report
8. **Be** a team player.

## The Gory Details

### In-Class Activities

A variety of teaching methods will be used. These will include lectures, videos, discussions, computer exercises, problems, group consultations and student presentations.

To get the most out of the classes, you must come prepared. This includes reading the assigned reading and doing any assigned exercises before the class.

### Attendance

As in all of my classes, attendance and active participation is expected. If you can't make a class, please contact me before the class to make arrangements for any material that you might miss.

**Treat class attendance like paid employment. An employer would expect an explanation for a missed day of work; I expect an explanation for a missed class.**

### Research Project

Fifty-five percent of your course grade will be determined by a group marketing research project. Details about the project are contained in the hand out *Project Instructions*. Read and refer to this hand out throughout the duration of the project.

Pay attention to the tips for a successful project contained on page 1 of this outline. Remember, an early start and team work are the keys to producing a product that you will be proud of.

You will receive a group mark on all components of the research project. However, the mark for the final report will be adjusted based on a peer evaluation.

### 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

### Consultations

On four occasions during the term (see class schedule), the regularity scheduled class will be replaced by a group consultation. A group consultation is a 15-minute meeting with me in which your group will present a rough copy of your progress report and the plan your group has for the upcoming class presentation.

I expect that you come prepared to these meetings. This includes having a word-processed draft of a complete or nearly complete progress report.

### Progress Reports

To ensure that your project moves along smoothly, a series of four progress reports have been assigned. These progress reports mark the completion of significant tasks which are necessary for the completion of your final report.

All progress reports involve handing in a short written group report. In addition, progress reports #1 and #2 require your group to make a short presentation to the class.

I expect that you will apply the skills and knowledge that you learned in communications class last year to these assignments. In short, I expect a professional job on written and oral presentations.

### Tests

Two tests will be administered during the term to evaluate your understanding of key concepts. A variety of questions (e.g. short answer, problems, reverse definitions, etc.) will be used.

The tests will cover both in-class and text material. Test #2 will not be cumulative.

### Computer Assignment

To assist with your learning of the MS-EXCEL program, a short computer assignment is due in early March. Two class periods will be set aside in the computer lab for completion of this task.

I expect that most of you will be able to finish this assignment during class time.

## Key Dates

Tues, Jan 25	Consultation #1	Thur, Mar 10	Progress Report #3 Due
Thur, Jan 27	Progress Report #1 Due	Tues, Mar 29	Test #2
Thur, Feb 3	Test #1	Thur, Mar 31	Consultation #4
Tues, Feb 15	Consultation #2	Tues, Apr 5	Progress Report #4 Due
Thurs Feb 17	Progress Report #2 Due	Tues, Apr 14	Final Report Due
Tues, Mar 8	Computer Assignment Due	Tues, Apr 21	Take Home Final Due
Tues, Mar 8	Consultation #3		

## The Gory Details (Continued)

### Final Report

On the last day of class, a formal marketing research report outlining the findings of your research study is due. I expect a minimum of six single spaced "content" pages in this report. ( Most good reports range from 15 to 20 pages including graphs, appendices, prefatory parts, etc.)

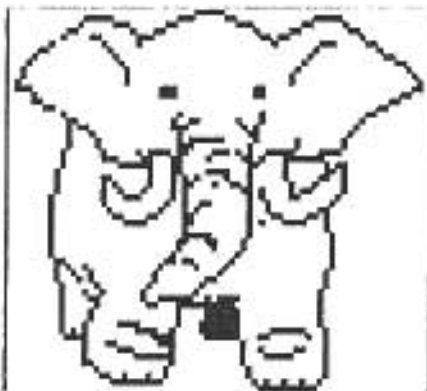
Also on the last day of class, you will orally present your findings to the class in a 15-20 minute formal presentation.



### Take Home Final

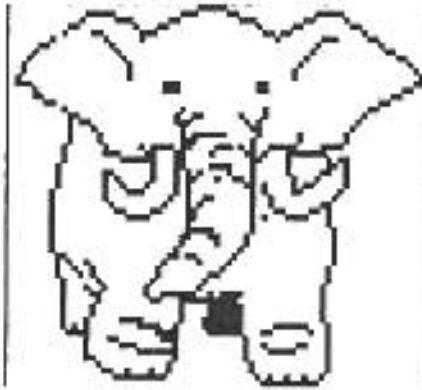
The take home final will require you to write a short essay detailing some of the important things you learned about marketing research during your research project.

The take home question will be distributed during the second last week of class. It is due one week after your final class.



### A Few Final Points

- All assignments and tests must be completed to receive a grade for this course. If you fail to complete an assignment or test, you will be assigned a grade of Incomplete.
- Assignments are due at the start of the class on the due date.
- Unauthorized late assignments will be assessed a 15 percent per day late penalty.



## CLASS SCHEDULE 2000

Date	Topics / Key Questions	Reading
Jan. 4, 6	<ul style="list-style-type: none"> <li>- Course Outline</li> <li>- Overview</li> <li>- Background</li> </ul>	Course Outline, Project Guidelines, and Chapter 1
Jan. 11, 13	<ul style="list-style-type: none"> <li>- Secondary Research</li> <li>- Research using the Internet</li> </ul>	Chapter 2
Jan. 18, 20	<ul style="list-style-type: none"> <li>- Qualitative Research</li> <li>- Quantitative Research</li> </ul>	Chapter 3 & Chapter 4 (p. 87-94)
Jan. 25, 27	<ul style="list-style-type: none"> <li>- Consultation #1</li> <li>- <i>Progress Report #1 (Jan. 27)</i></li> <li>- Sampling</li> </ul>	Chapter 4 (p.94-106)
Feb. 1,3	<ul style="list-style-type: none"> <li>- Sampling</li> <li>- <i>Test #1 (Feb. 3)</i></li> </ul>	Chapter 4 (p.94-106)
Feb. 8, 10	<ul style="list-style-type: none"> <li>- Questionnaire Design</li> </ul>	Chapter 5 & Chapter 8 (p.188-193)
Feb. 15, 17	<ul style="list-style-type: none"> <li>- Consultation #2</li> <li>- <i>Progress Report #2 (Feb. 17)</i></li> </ul>	
Feb. 21, 23	READING WEEK - No classes	
Mar. 1, 3	<ul style="list-style-type: none"> <li>- Marketing Research Software</li> </ul>	Computer Assignment
Mar. 8, 10	<ul style="list-style-type: none"> <li>- <i>Computer Assignment (Mar. 8)</i></li> <li>- Consultation #3</li> <li>- <i>Progress Report #3 (Mar. 10)</i></li> </ul>	
Mar. 15, 17	<ul style="list-style-type: none"> <li>- Data Analysis</li> </ul>	Chapter 7 & Ex 7.1(1 and 2)
Mar. 22, 24	<ul style="list-style-type: none"> <li>- Reporting Results</li> </ul>	Review BA. 1020 notes
Mar 29, 31	<ul style="list-style-type: none"> <li>- <i>Test #2 (Mar. 29)</i></li> <li>- Consultation #4</li> </ul>	
Apr. 5,7	<ul style="list-style-type: none"> <li>- <i>Progress Report #4 (Apr. 5)</i></li> <li>- Take Home Final Distributed</li> </ul>	
Apr. 12,14	<ul style="list-style-type: none"> <li>- Presentations</li> <li>- <i>Final Report Due (Apr. 14)</i></li> </ul>	
Apr. 21	<ul style="list-style-type: none"> <li>- <i>Take Home Final Exam Due (Apr. 21)</i></li> </ul>	