GRANDE PRAIRIE REGIONAL COLLEGE
BUSINESS ADMINISTRATION
COURSE OUTLINE

BA 2200 MARKETING RESEARCH
M-W-F 12:00 - 12:50, A213

INSTRUCTOR:	Curtis Kuzyk Office A310 Tel:
OFFICE HOURS:	Tuesday and Thursday 10:00 A.M. to 12:00 P.M., or whenever you see me and we arrange a mutually convenient time
TEXT:	Parasuraman, A., Marketing Research, 2nd edition, Addison-Wesley Publishing Company, 1991.
PREREQUISITE:	BA 1050 and BA 1090, or consent of the instructor.

COURSE
DESCRIPTION:
This course will help you identify, structure and solve marketing problems. You will learn to evaluate the usefulness of marketing research to help solve specific marketing problems and learn how to design and conduct sound research projects at the least possible cost. Using analytical skills and the basic underlying principles, you will be learning how to design a decisional research project.

COURSE
OBJECTIVES:

I) To learn and apply marketing research techniques and models.

II) To solve real marketing problems by the use of both primary and secondary sources of marketing information

III) To improve marketing management decision making abilities.

GRADING

Midterm exam	25%
Final exam	30%
Term project	40%
Class participation	5%
	100%

COURSE CONTENT:

Week Starting	Topic	Text Chapter(s)
JANUARY 5	Nature and Scope of Marketing Research	1
11	Steps in a Marketing Research Project	3
18	Types of Marketing Research	4
25	Secondary and Primary Data Collection	5, 6

DUE: JANUARY 29, DESCRIPTION OF PROBLEM STATEMENT

FEBRUARY 1	Qualitative Research	7
	Introduction to Experimentation in Marketing	8
8	Designing Data Collection Instruments	10

MID-TERM FEBRUARY 12

15	Types of Scales and Attitude Measurement	11
22	*READING WEEK*	
MARCH 1	Introduction to Sampling	12
8	Probability and Non- Probability Sampling	13, 14

DUE: MARCH 8, DATA COLLECTION DEVICE

15	Data Collection Fieldwork and Potential Errors	15

DUE: MARCH 15, SAMPLING PLAN

22	Quality Control and Initial Analysis of Data	16
29	Techniques for Examining Associations	18
APRIL 5	Other Multivariate Techniques	19
12	Review	

DUE: APRIL 16, COURSE PROJECT RESULTS

COURSE PROJECT

The project will be carried throughout the course. Its function will be to require students to go through all the stages of the research process. The projects will be done in groups (3-5 students). Each student will evaluate his/her group members on their contributions to the project. The evaluations will be strictly CONFIDENTIAL. Based on the peer evaluations, some students might receive higher or lower grades than their group members.

TASK:

1.   Select a research topic (problem) which may be of relevance to a business or governmental organization. This topic would preferably be a real life problem. Alternatively you may design a hypothetical situation, but it is necessary to develop as realistic a scenario as possible. What is necessary in your selection of a research topic is a clear understanding of the problem at hand, a realization of the company constraints for dealing with such a problem (including budgetary limitations), and a perception of how the answer to such questions will facilitate decision making in the company or the organization.

2.   Develop a set of specific questions which:
      a) are directed to answering your problem (identified in #1 above), and
      b) are researchable

3.   Develop a data-collection scheme that includes:
      a) a method of collection (survey, experiment)
      b) a sampling plan, and
      c) the instrument to be utilized.

If a questionnaire is to be used, it should be presented as it would appear to the respondent. This would include instructions to the interviewer.

4.   Gather your data and perform the necessary analysis. Specify the implications of these results on the management decisions addressed in #1 above.

PAPER:

The main text of the paper should be limited to 10-15 typewritten pages. It should include a full description of tasks' 1-4 in detail. In writing your papers, be careful to **footnote** all employed sources such as journal and magazine articles, books, company records, and secondary data sources. The project is due the last day of class.
LATE PAPERS WILL GET NO CREDIT.

DEADLINE:

Date	Description	Points
Jan 29,	Description of project (task 1 & 2), max 2 pages	5 pt's
Mar 8,	Data Collection Device (task 3a & c)	15 pt's
Mar 15,	Sample Plan (task 3b), max 2 pages	5 pt's
Apr 16,	Final paper due	40 pt's
		80