

1990-91

GRANDE PRAIRIE REGIONAL COLLEGE
BUSINESS ADMINISTRATION
COURSE OUTLINE

BA 220A3 - MARKETING RESEARCH

Winter 1991

INSTRUCTOR: Dennis Fitzgerald

CLASS HOURS: M W F 11:00 - 11:50 A.M. Portable D

OFFICE: Portable J-6

TELEPHONE: 539-2089 (Office)
539-3869 (Home)

TEXT: Marketing Research in Canada, Rene Y. Darmon,
Michel Larocche, K. Lee McGown. Gage
Educational Publishing Company, 1989.

PREREQUISITES: BA 109 Introduction to Marketing
BA 105 Business Mathematics and Statistics

COURSE
DESCRIPTION: This course will help the student identify,
structure and solve marketing problems.
Students 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. Using
analytical skills and the basic underlying
principles, students will be learning how to
design a decisional research project.

COURSE
OBJECTIVES:

- i) To provide students will a basic under-
standing of the marketing research
process through an applications-oriented
approach. The use of numerous practical
examples and realistic cases provides a
sound framework for learning.
- ii) To provide students will the proper means
to obtain sound, accurate information on
Canadian markets, and to help them to
assess the managerial significance of
this information.

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- iii) To develop an understanding of the role of marketing research as a managerial function within the firm, and to assess the relevance and limitations of marketing research to the decision-making process.
- iv) To analyze the various steps involved in the process of obtaining information relevant to decision making, to describe theoretical and practical frameworks for each step of the process, and to assess the usefulness of alternative approaches.

GRADING:	Individual Cases	40%
	Group Research Project and Presentation	40%
	Mid-term Exam	20%

COURSE CONTENT:

Major Topics

1. The Marketing Research Process
2. Marketing Research Within the Marketing Information system
3. Transplanting Marketing Problems into Research Projects
4. The Research Design
5. Internal and External Secondary Data
6. Primary Data
7. Survey Administration
8. Questionnaire Construction
9. Measurement of Marketing Concepts
10. Sampling
11. Data Analysis: Elementary Statistics
12. Data Analysis: Introduction to Advanced Statistics
13. The Research Report

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- 14. Advertising Research in Canada
- 15. Product Research in Canada
- 16. Sales and Distribution Research
- 17. Ethical Issues in Marketing Research
in Canada.