

GRANDE PRAIRIE REGIONAL COLLEGE
BUSINESS ADMINISTRATION
COURSE OUTLINE

W/ 1989-90

BA 220 - MARKETING RESEARCH

INSTRUCTOR: Julia Saurazas

CLASS HOURS: W, 6:30 P.M. - 9:20 P.M.
F258

OFFICE: D239

OFFICE HOURS: M, W 1:00 P.M. - 2:00 P.M.
F 10:00 A.M. - 11:00 A.M.

TELEPHONE: 539 - 2902 (Office)
539 - 0314 (Home)

TEXT: Marketing Research in Canada, Rene Y. Darmon,
Michel Laroche, 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 with a basic
understanding 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 with 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:

CHAPTER

Jan. 3	1. The Marketing Research Process
Jan. 10	2. Marketing Research Within the Marketing Information System
	3. Transplanting Marketing Problems into Research Projects
Jan. 17	4. The Research Design
Jan. 24	5. Internal and External Secondary Data
	6. Primary Data
Jan. 31	7. Survey Administration
Feb. 7	8. Questionnaire Construction
	9. Measurement of Marketing Concepts
Feb. 14	10. Sampling
Feb. 21	Mid-term Exam
Feb. 28	Winter Break - no class

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Course

Content Cont'd:

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| Mar. 7 | 11. | Data Analysis: Elementary Statistics |
| Mar. 14 | 12. | Data Analysis: Introduction to Advanced Statistics |
| Mar. 21 | 13. | The Research Report |
| Mar. 28 | 14. | Advertising Research in Canada |
| Apr. 4 | 15. | Product Research in Canada |
| | 16. | Sales and Distribution Research |
| Apr. 11 | Appendix 2 | Ethical Issues in Marketing Research in Canada |

The above is a guideline and actual course coverage will be dictated by students.

Films, guest speakers, current literature and cases will supplement the text.