

Marketing Research

SCHOOL OF BUSINESS

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| Course Number: MKT2284 | Contribution to Program: Vocational Core | Normative Hours: 60 |
| Applicable Program(s): 0214E01FWO Business - Marketing | AAL: 3 | Approval Date: 24/08/2008 |
| Prepared by: Valerie Hill Professor | | Approved by: Jim Kyte Acting Chair |
| Co-Requisites N/A | | Approved for Academic Year: 2008-2009 |
| Pre-Requisites MKT2212 and QUA2221 | | |

COURSE DESCRIPTION

This course has been designed to guide business marketing students to apply the theory of sound marketing research to understand its importance in the managerial decision-making process in today's competitive marketplace. Students apply current techniques to collect, record, and analyze data relating to relevant business marketing challenges. Working in teams, students develop and execute a full research study for industry. This study involves specific delineation of problems, design of a research proposal along with collection of secondary and primary data. Teams create and implement a quantitative research effort using a survey they design and a qualitative effort by holding a focus group. Teams complete the semester by interpreting their study's findings and presenting the results for management action.

RELATIONSHIP TO VOCATIONAL LEARNING OUTCOMES

This course contributes to your program by helping you achieve the following Vocational Learning Outcomes:

Business - Marketing 0214E01FWO

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| 1 | Contribute to the development of an integrated marketing communication strategy for marketing products, concepts, goods, or services based on an identified target market.(T,A) |
| 5 | Analyze results of marketing activities using criteria related to budgeted sales, costs, profits, and other appropriate criteria.(T,A) |
| 7 | Develop strategies to establish effective working relationships with clients, customers, consumers, co-workers, supervisors, and others. (T,A) |
| 8 | Communicate marketing information persuasively and accurately in oral, written, and graphic formats. (T,A,CP) |
| 10 | Participate in conducting market research to provide information needed to make marketing decisions.(T,A,CP) |
| 11 | Develop personal professional development strategies and plans to enhance leadership, management skills, and marketing expertise. (A) |
| 13 | Apply the principles of business ethics and corporate social responsibility.(T,A) |
| 15 | Adapt to and apply various and changing technologies, systems, and computer applications used in marketing environments.(A) |

ESSENTIAL EMPLOYABILITY SKILLS

The course contributes to your program by helping you achieve the following Essential Employability Skills:

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| 1 | Communicate clearly, concisely and correctly in the written, spoken and visual form that fulfills the purpose and meets the needs of the audience.(T,A) |
| 2 | Respond to written, spoken or visual messages in a manner that ensures effective communication.(A) |
| 3 | Execute mathematical operations accurately.(T,A) |
| 4 | Apply a systematic approach to solve problems.(A) |
| 5 | Use a variety of thinking skills to anticipate and solve problems.(A) |
| 6 | Locate, select, organize and document information using appropriate technology and information systems.(T,A) |
| 7 | Analyze, evaluate and apply relevant information from a variety of sources.(T,A) |
| 8 | Show respect for diverse opinions, values, belief systems and contributions of others. (A) |
| 9 | Interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals. (A) |

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| 10 | Manage the use of time and other resources to complete projects.(A) |
| 11 | Take responsibility for one's own actions, decisions and consequences.(A) |

COURSE LEARNING REQUIREMENTS/EMBEDDED KNOWLEDGE AND SKILLS

| COURSE LEARNING REQUIREMENTS When you have earned credit for this course, you will have demonstrated the ability to: | EMBEDDED KNOWLEDGE AND SKILLS |
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| 1. apply the fundamentals of marketing research | <ul style="list-style-type: none"> • define role of marketing research and its relationship to the business decision-making process • explain the role of the researcher in the decision-making process and how to use information to support decision-making • administer applications of marketing research • follow guidelines to successful research (primary and secondary) • research common marketing challenges such as product development, target audience preferences and media habits • explain ethical considerations and responsibilities of the research industry with clients, other researchers and the public |
| 2. use the process of data collection for qualitative and quantitative research | <ul style="list-style-type: none"> • seek and apply internal and external secondary data • use and explain the various methods of primary data collection • plan and implement qualitative research through a focus group • develop and implement quantitative research through a sample survey • draw effective samples from populations • manage fieldwork for primary research • administer interviewer training • plan for and explain response and non-response errors in survey research • prepare raw data for a final research report submission • write a questionnaire using specific rules of construction • create and implement survey questions that measure behaviours, attitudes and demographics using a variety of questions including measurement scales • demonstrate an understanding of the use of quality survey scales in primary data collection • administer a quantitative study that respects the importance of validity and reliability in terms of measurement |
| 3. analyze qualitative and quantitative data and explain primary conclusions as it relates to marketing research objectives | <ul style="list-style-type: none"> • tabulate data and demonstrate statistical evaluation • develop appropriate tables and charts to summarize findings and respond to marketing research objectives • understand managers' attitudes toward statistical techniques |
| 4. write a detailed research report to industry standards using narrative and visual data formats | <ul style="list-style-type: none"> • write a detailed report that follows industry requirements • draw accurate conclusions and recommendations based on secondary and primary research results • prepare a document that has the required contents of a research report |
| 5. present a full research report to meet industry standards | <ul style="list-style-type: none"> • make presentations that effectively demonstrate an understanding of the marketing research process • apply unique presentation techniques to clearly identify key outcomes in a research study to an audience |

LEARNING RESOURCES

McDaniel, Carl and Gates, Roger, *Marketing Research Essentials*, 5th Edition, John Wiley & Sons Publishers, 2006

Other Resources:
Films and videos
Internet resources
Algonquin College LRC

LEARNING ACTIVITIES

During this course, you are likely to experience the following learning activities:

- Researching assignments and presenting/sharing information with peers
- Solving problems, making decisions and answering questions related to typical marketing research situations
- Individual reading and research
- Lectures
- Group discussions and presentations
- Case studies
- Individual and team in-class exercises
- Interviewing/role playing
- Team work and assignments with multiple deliverables

EVALUATION/EARNING CREDIT

| The following will provide evidence of your learning achievements: | This activity validates the following Course Learning Requirements and/or Essential Employability Skills: |
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| Mid-term Exam: 20% | <ul style="list-style-type: none"> • apply the fundamentals of marketing research • analyze qualitative and quantitative data and explain primary conclusions as it relates to marketing research objectives • Execute mathematical operations accurately. • Apply a systematic approach to solve problems. • Use a variety of thinking skills to anticipate and solve problems. |
| Final Exam: 25% | <ul style="list-style-type: none"> • apply the fundamentals of marketing research • analyze qualitative and quantitative data and explain primary conclusions as it relates to marketing research objectives • Respond to written, spoken or visual messages in a manner that ensures effective communication. • Execute mathematical operations accurately. • Apply a systematic approach to solve problems. • Use a variety of thinking skills to anticipate and solve problems. |
| Application Grade: 11%* (<i>See Blackboard site for breakdown of assessment components.</i>) | <ul style="list-style-type: none"> • apply the fundamentals of marketing research • Respond to written, spoken or visual messages in a manner that ensures effective communication. • Execute mathematical operations accurately. • Apply a systematic approach to solve problems. • Locate, select, organize and document information using appropriate technology and information systems. • Analyze, evaluate and apply relevant information from a variety of sources. |
| On-line Quizzes (4 quizzes, 1% per quiz): 4% | <ul style="list-style-type: none"> • apply the fundamentals of marketing research • analyze qualitative and quantitative data and explain primary conclusions as it relates to marketing research objectives • Execute mathematical operations accurately. • Apply a systematic approach to solve problems. • Analyze, evaluate and apply relevant information from a variety of sources. |
| Installment 1 - Research Proposal: 5% | <ul style="list-style-type: none"> • apply the fundamentals of marketing research • Communicate clearly, concisely and correctly in the written, spoken |

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| | <p>and visual form that fulfills the purpose and meets the needs of the audience.</p> <ul style="list-style-type: none"> • Respond to written, spoken or visual messages in a manner that ensures effective communication. • Apply a systematic approach to solve problems. • Use a variety of thinking skills to anticipate and solve problems. • Locate, select, organize and document information using appropriate technology and information systems. • Analyze, evaluate and apply relevant information from a variety of sources. |
| <p>Installment 2 - Primary Research Approach and Draft Survey: 10%</p> | <ul style="list-style-type: none"> • apply the fundamentals of marketing research • Communicate clearly, concisely and correctly in the written, spoken and visual form that fulfills the purpose and meets the needs of the audience. • Respond to written, spoken or visual messages in a manner that ensures effective communication. • Apply a systematic approach to solve problems. • Use a variety of thinking skills to anticipate and solve problems. • Show respect for diverse opinions, values, belief systems and contributions of others. • Interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals. • Manage the use of time and other resources to complete projects. • Take responsibility for one's own actions, decisions and consequences. |
| <p>Installment 3 - Focus Groups: 10%</p> | <ul style="list-style-type: none"> • apply the fundamentals of marketing research • use the process of data collection for qualitative and quantitative research • Respond to written, spoken or visual messages in a manner that ensures effective communication. • Apply a systematic approach to solve problems. • Use a variety of thinking skills to anticipate and solve problems. • Locate, select, organize and document information using appropriate technology and information systems. • Analyze, evaluate and apply relevant information from a variety of sources. |
| <p>Installment 4 - Final Research Report and Presentation: 15%</p> | <ul style="list-style-type: none"> • apply the fundamentals of marketing research • use the process of data collection for qualitative and quantitative research • analyze qualitative and quantitative data and explain primary conclusions as it relates to marketing research objectives • write a detailed research report to industry standards using narrative and visual data formats • present a full research report to meet industry standards • Communicate clearly, concisely and correctly in the written, spoken and visual form that fulfills the purpose and meets the needs of the audience. • Respond to written, spoken or visual messages in a manner that ensures effective communication. • Execute mathematical operations accurately. • Apply a systematic approach to solve problems. • Use a variety of thinking skills to anticipate and solve problems. |

- Analyze, evaluate and apply relevant information from a variety of sources.
- Show respect for diverse opinions, values, belief systems and contributions of others.
- Interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals.
- Manage the use of time and other resources to complete projects.
- Take responsibility for one's own actions, decisions and consequences.

COLLEGE GRADING NUMERICAL EQUIVALENT TABLE

| Final Grade | Mark Equivalent | Numeric Value | Final Grade | Mark Equivalent | Numeric Value |
|-------------|-----------------|---------------|-------------|-----------------|---------------|
| A+ | 90-100% | 4.0 | C+ | 67-69% | 2.3 |
| A | 85-89% | 3.8 | C | 63-66% | 2.0 |
| A- | 80-84% | 3.6 | C- | 60-62% | 1.7 |
| B+ | 77-79% | 3.3 | D+ | 57-59% | 1.4 |
| B | 73-76% | 3.0 | D | 53-56% | 1.2 |
| B- | 70-72% | 2.6 | D- | 50-52% | 1.0 |
| | | | F | 0-49% | 0 |
| | | | FSP | 0 | 0 |

PRIOR LEARNING ASSESSMENT AND RECOGNITION

This course is available for challenge. Candidates may be required to provide evidence of learning achievement by:
Portfolio-assisted methods
An interview
Research report and assignments/exercises

RELATED INFORMATION

The following information is course-specific:

Tentative Workload Schedule

A proposed weekly workload schedule has been posted on Blackboard under Course Information.

Retain this Course Outline

It is the responsibility of the student to retain course outlines for possible future use to support applications for transfer of credit to other educational institutions.

Respect for Confidentiality

Students are required to respect the confidentiality of employer, client and/or patient information, interactions, and practices that occur either on Algonquin College premises, or at an affiliated clinical/field/co-op placement site. Concerns regarding clients, patients, and/or employer practices are to be brought to the attention of the program coordinator, or designated field/clinical/co-op placement supervisor so that they may be resolved collaboratively. Such concerns are not to be raised publically either verbally, in writing, or in electronic forums. These matters are to be addressed through established program communication pathways.

Program Coordinator

William (Bill) Garbarino, Room B44b, 613-727-4723 ext. 5209, garbarw@algonquincollege.com

The following information is program-specific:

The following information is school/department-specific:

School of Business Procedures

All programs follow College Directives including Directive A21: *Rights, Freedoms, Responsibilities and Code of Conduct for the Algonquin College Community* (<http://www.algonquincollege.com/directives/sectionA/A21.pdf>).

These Directives are located in the policy section at the back of the Student Instaguide and at: <http://www.algonquincollege.com/directives/>

The **School of Business Procedures** file is located under "Course Information" in your course Blackboard site. These procedures are specific to School of Business programs and either cover issues not included in College Directives or elaborate on them.

Student Academic Responsibilities

Each student is responsible for:

- Knowing the due dates for marked out-of-class assignments.
- Knowing the dates of in-class marked assignments and exercises.
- Maintaining a folder of all work done in the course during the semester for validation claims in cases of disagreement with faculty.
- Keeping both paper and electronic copies of all assignments, marked and unmarked, in case papers are lost or go missing;
- Regularly checking both Blackboard announcements as well as one's Algonquin e-mail account for important messages from both professor and college administration.
- Participating in on-line and classroom exercises and activities as required.
- Retaining course outlines for possible future use to support applications for transfer of credit to other educational institutions.

Exemptions

Exemptions may be granted to students who have successfully passed an equivalent course at a post-secondary institution. If you wish to apply for an exemption contact the coordinator of the course for academic advice. To apply for an exemption, you must contact the Registrar's Office before the deadline listed on your timetable.

Withdrawing From The Course

The last date for withdrawing from courses without academic penalty is printed on your timetable. The student is responsible for notifying the instructor and completing the appropriate form for withdrawal with the College Registrar.

Software Copyright

In the past few years, the Copyright Act has been updated to cover computer software. If the police lay charges against someone infringing copyright, the maximum penalties for a summary conviction are "a fine not exceeding \$25,000 or imprisonment for a term not exceeding six months or both." The maximum penalties for an indictable conviction are "a fine not exceeding one million dollars or imprisonment for a term not exceeding five years or both." Making a copy of software package for your own use, other than a backup copy of package that you have purchased as allowed in your license agreement, would make you liable for the above penalties.

Harassment/Discrimination/Violence

Harassment, discrimination and violence will not be tolerated. Any form of harassment (sexual, racial, gender or disability related), discrimination (direct or indirect), or violence, whether towards a professor or amongst students, will not be tolerated on the college premises. Action taken will start with a formal warning and proceed to the full disciplinary actions as outlined in Algonquin College policy. For further information, refer to the Student Instaguide or get a copy of the official policy statements from the Student Association (Directive A8).

The following information is College-wide:**Email**

Algonquin College provides all full-time students with an e-mail account. This is the address that will be used when the College, your professors, or your fellow students communicate important information about your program or course events. It is your responsibility to ensure that you know how to send and receive e-mail using your Algonquin account and to check it regularly.

Centre for Students with Disabilities (CSD)

If you are a student with a disability, it is strongly recommended that you identify your needs to the professor and the Centre for Students with Disabilities (CSD) by the end of the first month of the semester in order that any necessary support services can be arranged for you.

Academic Integrity

Adherence to acceptable standards of academic honesty is an important aspect of the learning process at Algonquin College. Academic work submitted by a student is evaluated on the assumption that the work presented by the student is his or her own, unless designated otherwise. For further details consult Algonquin College Directives E16 (<http://www.algonquincollege.com/directives/sectionE/E16.pdf>) and E43 (<http://www.algonquincollege.com/directives/sectionE/E43.pdf>).

Course Assessments

It is Algonquin College's policy to give students the opportunity to complete a course assessment survey in each course that they take which solicits their views regarding the curriculum, the professor and the facilities. For further details consult Algonquin College Directive E38 (<http://www.algonquincollege.com/directives/sectionE/E38.pdf>).

Use of Electronic Devices

With the proliferation of small, personal electronic devices used for communications and data storage, Algonquin College believes there is a need to address their use during classes and examinations. During classes, the use of such devices is disruptive and disrespectful to others. During examinations, the use of such devices may facilitate cheating. For further details consult Algonquin College Directive E39 (<http://www.algonquincollege.com/directives/sectionE/E39.pdf>).