



## COURSE OUTLINE

### SCHOOL OF BUSINESS

**COURSE NAME:** PRINCIPLES OF MARKETING RESEARCH  
**COURSE CODE:** MARK 2044  
**CREDIT HOURS:** 3 hours / week  
**PREREQUISITES:** MARK 1027  
**COREQUISITES:** None  
**PLAR ELIGIBLE:** YES ( X ) NO ( )  
**EFFECTIVE DATE:** September 2009  
**PROFESSOR:** \_\_\_\_\_ **OFFICE #:** \_\_\_\_\_  
**PHONE:** 416-415-5000 **EMAIL:** \_\_\_\_\_

**NOTE TO STUDENTS:** Academic Departments at George Brown College will NOT retain historical copies of Course Outlines. We urge you to retain this Course Outline for your future reference.

FOR OFFICE USE ONLY		
ORIGINATOR: _____	SIGNATURE	DATE
CHAIR: _____	SIGNATURE	August 2009 _____ DATE
DATE OF REVISION: _____		

**EQUITY STATEMENT:** George Brown College values the talents and contributions of its students, staff and community partners and seeks to create a welcoming environment where equity, diversity and safety of all groups are fundamental. Language or activities which are inconsistent with this philosophy violate the College policy on the Prevention of Discrimination and Harassment and will not be tolerated. The commitment and cooperation of all students and staff are required to maintain this environment. Information and assistance are available through your Chair, Student Affairs, the Student Association or the Human Rights Advisor.

George Brown College is dedicated to providing equal access to students with disabilities. If you require academic accommodations visit the Disability Services Office or the Deaf and Hard of Hearing Services Office on your campus.

**STUDENT RESPONSIBILITIES:** Students should obtain a copy of the *Student Handbook* and refer to it for additional information regarding the grading system, withdrawals, exemptions, class assignments, missed tests and exams, supplemental privileges, and academic dishonesty. Students are required to apply themselves diligently to the course of study, and to prepare class and homework assignments as given. Past student performance shows a strong relationship between regular attendance and success.

## COURSE DESCRIPTION:

This course introduces students to the field of marketing research and how it can help managers make better marketing decisions. The course follows the logic of the marketing research process, specifically the planning, collection, and analysis of data relevant to marketing decision making and communication of the results of this analysis to management. The goal of this course is to give students a basic understanding of the scope of marketing research so that they may become effective buyers and users (rather than practitioners) of marketing research.

## ESSENTIAL EMPLOYABILITY SKILLS:

As mandated by the Ministry of Training, Colleges and Universities essential employability skills (EES) will be addressed throughout all programs of study. Students will have the opportunity to **learn (L)** specific skills, to **practice (P)** these skills, and/or **be evaluated (E)** on the EES outcomes in a variety of courses. The EES include communication, numeracy, critical thinking & problem solving, information management, interpersonal and personal skills. The faculty for this course has indicated which of the EES are either Learned (**L**), Practiced (**P**) or Evaluated (**E**) in this course:

Skill	L	P	E	Skill	L	P	E
1. communicate clearly, concisely and correctly in the written, spoken and visual form that fulfills the purpose and meets the needs of the audience	x	x	x	7. locate, select, organize and document information using appropriate technology and information sources	x	x	x
2. respond to written, spoken or visual messages in a manner that ensures effective communication			x	8. show respect for the diverse opinions, values, belief systems, and contributions of others		x	
3. execute mathematical operations accurately	x	x	x	9. interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals		x	x
4. apply a systematic approach to solve problems	x	x	x	10. manage the use of time and other resources to complete projects			x
5. use a variety of thinking skills to anticipate and solve problems		x		11. take responsibility for one's own actions, decisions and consequences			x
6. analyze, evaluate, and apply relevant information from a variety of sources	x	x	x				

## **COURSE OUTCOMES:**

Upon successful completion of this course the students will have reliably demonstrated the ability to:

1. Explain how marketing research can be used to make better marketing decisions in terms of current marketing mix and new opportunities.
  - Explain how marketing research fits into the flow of marketing decision making.
  - Explain the differences between qualitative and quantitative research, including when each approach is appropriate.
  - Select appropriate data collection strategies (e.g., focus groups, surveys, industry publications, Internet search engines).
  - Discuss the various types of qualitative and quantitative data collection methods, including the advantages and disadvantages of each.
2. Plan a primary marketing research study on a marketing problem of your choice according to industry accepted standards.
  - Write a marketing research proposal.
  - Define the marketing problem, marketing research problem and marketing research objectives.
  - Write a questionnaire that will address your identified marketing research objectives.
  - Explain how to draw a sample.
  - Suggest appropriate courses of action based on marketing research information.
3. Communicate marketing information persuasively and accurately in oral, written and graphic formats.
  - Speak and write clearly, concisely, persuasively, and logically.
  - Present a current marketing research hot topic to the class.
  - Use presentation software, where appropriate, to improve the clarity and impact of a presentation.
  - Use professional and industry specific terminology effectively.
4. Adapt to and apply various and changing technologies, systems and computer applications used in marketing environments.
  - Explain how secondary data fit into the marketing research process.
  - Locate, select, organize and document information using appropriate technology and information sources.
  - Analyze, evaluate and apply relevant information from a variety of sources.
  - Execute a survey using online survey software and summarize findings.
5. Discuss the ethical responsibilities of marketing researchers.
  - Discuss the rights and obligations of the respondent, researcher and client.
  - Discuss the legislation (PIPEDA) that protects the privacy of Canadians.
  - Discuss the role of the MRIA Code of Conduct in marketing research

## DELIVERY METHODS / LEARNING ACTIVITIES:

Lectures, discussion and analysis of case studies (including video) and current management problems, collaborative work, independent study

## LIST OF TEXTBOOKS AND OTHER TEACHING AIDS:

### *Required:*

- McDaniel, Carl, Roger Gates and Subramanian Sivaramakrishnan. Marketing Research Essentials, Canadian Edition. Mississauga: John Wiley & Sons Canada, Ltd, 2009.
- ISBN: 9780470675137

### *Recommended / Optional:*

- Text student companion website: [www.wiley.com/canada/mcdaniel](http://www.wiley.com/canada/mcdaniel)
- Ad Age Online <http://adage.com>
- Marketing <http://www.marketingmag.ca/>

## TESTING & ASSIGNMENT POLICY:

1. Exams and assignment due dates are announced in class and **detailed in the topical outline. Students are responsible for keeping track of these dates.** If a student misses a key date s/he must call or e-mail the professor **in advance** and set up an alternative plan, then they must provide appropriate support documentation within three working days of returning to school. Acceptable documentation would be in the form of a doctor's note, a court summons or funeral documentation.
  - **Late assignments will not be accepted and will be given a grade of zero unless appropriate documentation is provided.**
  - **If a student misses the midterm exam, a make-up exam must be completed within 2 weeks of the originally scheduled date** otherwise a grade of zero will be assigned for that exam.
  - **If a student misses the final exam, s/he must arrange to complete the final exam within 60 days of the end of term, otherwise a fail grade will be assigned for the course.**
2. All assignments must be submitted in hard copy format – **electronic documents will not be accepted.**
3. This course has a group work component. It is the individual student's responsibility to ensure s/he is an active, contributing member of the group. **If a student is not performing up to expectation, the other members reserve the right to dismiss that individual after consultation with the professor. This will result in a grade of zero on the related assignment for that group member.**
4. It is the **student's responsibility to check and verify final grades** within 10 business days of results being posted. After this period, grades will be assumed by the professor to be correct and not subject to change.
5. The midterm and final exams remain the property of George Brown College

## EVALUATION SYSTEM:

Assessment Tool:	Description:	Outcome(s) assessed:	EES assessed:	Date / Week:	% of Final Grade:
Midterm exam		1, 2, 4		7	25
Final exam		1, 2, 3, 4, 5		15	25
In-class assignments 3 x 5% each	1) create, deploy, launch an online survey; 2) secondary research; 3) questionnaire design	3, 4, 5		3, 4, 11	15
In-class presentation	Current MR topics	3		4, 6, 10, 11, 12, 13	15
Group research project	Plan a research project	1, 2, 3, 4, 5			20
				<b>TOTAL:</b>	<b>100%</b>

## GRADING SYSTEM

The passing grade for this course is: **D**

A+	90-100	4.0	B+	77-79	3.3	C+	67-69	2.3	D+	57-59	1.3	Below 50	F	0.0
A	86-89	4.0	B	73-76	3.0	C	63-66	2.0	D	50-56	1.0			
A-	80-85	3.7	B-	70-72	2.7	C-	60-62	1.7						

Excerpt from the College Policy on Academic Dishonesty:

The *minimal* consequence for submitting a plagiarized, purchased, contracted, or in any manner inappropriately negotiated or falsified assignment, test, essay, project, or any evaluated material will be a grade of zero on that material. To view George Brown College policies please go to [www.georgebrown.ca/policies](http://www.georgebrown.ca/policies)

## MARK 2044 TOPICAL OUTLINE

Week	Topic / Task	Outcome	Content / Activities	Resources
1	Introduction	1	<ul style="list-style-type: none"> <li>- Course outline &amp; expectations</li> <li>- Introduction to Marketing Research</li> </ul>	- Chpt 1
2	The Marketing Research Process	1, 2	<ul style="list-style-type: none"> <li>- Define the marketing problem, MR problem &amp; MR objectives</li> <li>- Research design</li> <li>- The research proposal</li> </ul>	<ul style="list-style-type: none"> <li>- Chpt 2</li> <li>- <i>T/H assign #1 dist'd</i></li> <li>- <i>I/C Present dist'd</i></li> </ul>
3	Secondary Data Collection & Management	4	<ul style="list-style-type: none"> <li>- Advantages &amp; limitations, key sources</li> <li>- Criteria for evaluation</li> <li>- Information management</li> <li>- Library tour</li> </ul>	<ul style="list-style-type: none"> <li>- Chpt 3</li> <li>- <i>T/H assign #1 due</i></li> <li>- <i>T/H assign #2 dist'd</i></li> </ul>
4	Introduction to Qualitative Research	1	<ul style="list-style-type: none"> <li>- Qualitative vs. quantitative data</li> <li>- Focus groups &amp; depth interviews</li> <li>- Online focus groups, online bulletin boards</li> </ul>	<ul style="list-style-type: none"> <li>- Chpt 4</li> <li>- <i>I/C present #1</i></li> <li>- <i>Group Project dist'd</i></li> <li>- <i>T/H assign #2 due</i></li> </ul>
5	Other Qualitative Research Methods	1	<ul style="list-style-type: none"> <li>- Projective techniques</li> <li>- Observation methods</li> <li>- Trend spotting / PBS video</li> <li>- Monitoring social media</li> </ul>	- Chpt 4, 5
6	How to Draw a Sample	1, 2	<ul style="list-style-type: none"> <li>- Basic sampling issues</li> <li>- Sampling methods</li> </ul>	<ul style="list-style-type: none"> <li>- Chpt 10</li> <li>- <i>I/C present #2, 3</i></li> </ul>
7	Midterm exam	1, 2, 4		
8	<i>INTERSESSION WEEK</i>			
9	Review Midterm Exam Introduction to Survey Research	2	<ul style="list-style-type: none"> <li>- Types of surveys</li> <li>- Survey errors</li> </ul>	- Chpt 7
10	Measurement & attitude scales		<ul style="list-style-type: none"> <li>- Levels of measurement</li> <li>- Reliability &amp; validity</li> <li>- Measuring attitudes, behaviour &amp; demographic traits</li> </ul>	<ul style="list-style-type: none"> <li>- Chpt 6</li> <li>- <i>I/C present #4</i></li> <li>- <i>T/H assign #3 dist'd</i></li> </ul>
11	Questionnaire design	2	<ul style="list-style-type: none"> <li>- Steps in writing a questionnaire</li> <li>- How to word questions</li> </ul>	<ul style="list-style-type: none"> <li>- Chpt 8</li> <li>- <i>I/C present #5, 6</i></li> <li>- <i>T/H assign #3 due</i></li> </ul>
12	Data Analysis	2, 4	<ul style="list-style-type: none"> <li>- Levels of measurement</li> <li>- Descriptive statistics</li> <li>- Frequencies and cross-tabulations</li> </ul>	<ul style="list-style-type: none"> <li>- Chpt 12 p. 381 – 396</li> <li>- <i>I/C present #7, 8</i></li> </ul>
13	Communicating Results Ethics	2, 3, 5	<ul style="list-style-type: none"> <li>- The research report</li> <li>- Interpreting findings</li> <li>- Responsibilities of marketing researchers</li> </ul>	<ul style="list-style-type: none"> <li>- Chpt 14</li> <li>- <i>I/C present #9, 10</i></li> <li>- <i>Group projects due</i></li> </ul>
14	Course wrap	1 - 5	- Review for final exam	
15	Final exam	1 - 5	- Comprehensive with emphasis on weeks 9 to 13	
<b>Please note: this schedule may change as resources and circumstances require.</b>				
For information on withdrawing from this course without academic penalty, please refer to the College Academic Calendar: <a href="http://www.georgebrown.ca/Admin/Registr/PSCal.aspx">http://www.georgebrown.ca/Admin/Registr/PSCal.aspx</a>				