THOMPSON RIVERS UNIVERSITY

Course Outline

Marketing and International Business
School of Business & Economics

MKTG 3480 - **3.00** - Academic

Marketing Research

Rationale

GET analysis has identified that this course meets the Critical Thinking and Investigation ILO criteria. See attached foci tool and notes under Educational Objectives/Outcomes.

Calendar Description

Students develop an understanding of marketing research and its values in analyzing consumers, markets, and the environment. Topics include an introduction to market research, the marketing research industry and research ethics, the marketing research process, secondary data and databases, qualitative research, traditional survey research, primary data collection, measurement, questionnaire design, basic sampling issues, sample size determination, and statistical testing.

Credits/Hours

Course Has Variable Hours: No
Credits: 3.00
Lecture Hours: 3.00
Seminar Hours: 0
Lab Hours: 0
Other Hours: 0
  Clarify:
Total Hours: 3.00
Delivery Methods: (Face to Face)
Impact on Courses/Programs/Departments: No change
Repeat Types: A - Once for credit (default)
Grading Methods: (S - Academic, Career Tech, UPrep)

Educational Objectives/Outcomes

1. Describe the role of marketing research in making marketing decisions.
2. Explain the function of the various firms in the market research industry and the importance of research ethics.
3. Identify the steps in the marketing research process.

4. Describe the pros and cons of using secondary data.
5. Discuss the advantages and disadvantages of qualitative research.
6. Compare the types of surveys and the types of errors in survey research.
7. Summarize the various approaches of primary data collection.
8. Analyze the four levels of scales of measurement and the various types of attitude scales.
9. Design a questionnaire.
10. Illustrate the different sampling methods and determination of sample sizes.
11. Apply statistical testing in generating marketing information.
12. Interpret marketing research information to improve the timing, accuracy, and quality of decision making.
13. Demonstrate the effective use of SPSS.
14. This course meets the Critical Thinking and Investigation criteria. See attached foci tool demonstrating the match.

Prerequisites

MKTG 2430-Introduction to Marketing
with a minimum C- or equivalent
ECON 2330-Economics and Business Statistics 2
with a minimum C- or equivalent

Co-Requisites

Recommended Requisites

Exclusion Requisites

MKTG 3481-Marketing Research
TMGT 3050-Research in Tourism
BBUS 3480-Marketing Research

BBUS 3481

Texts/Materials

Textbooks

1. **Required** Carl McDaniel & Roger Gates. *Marketing Research*, 10th ed. John Wiley & Sons, 2015

Student Evaluation

The Course grade is based on the following course evaluations.

Tests/mid-term/quizzes 30-50%
Case studies/research projects/assignments 15-30%
Class attendance/participation 0-10%
Final research project 20-30% Final
exam 30-40%
Term tests and the final exam must not make up more than 70 percent of evaluation and group work must not make up more than 50 percent.

Course Topics

1. Introduction to Marketing Research

   - Purpose of marketing research
   - Marketing research definition
   - History of marketing research
   - Marketing research environment

2. The Marketing Research Industry and Research Ethics

   - Nature of corporate marketing departments
   - Various types of firms and their functions in the marketing research industry
   - Impact of internet on the marketing research industry
     Who uses marketing research
   - Who uses marketing research

3. Marketing Research Process

   - Problem definition process
   - Steps involved in the marketing research process
   - Pros and cons of survey, observation and experiment research techniques

4. Secondary Data and Databases

   - How firms create an internal database
   - Pros and cons of using secondary data
   - Role of the Internet in obtaining secondary data

5. Qualitative Research

   - Defining qualitative research
   - Exploring the popularity of qualitative research
   - Gaining insights into conducting a focus group
   - Other forms of qualitative research

6. Traditional Survey Research

   - Reasons for the popularity of survey research
   - Types of survey
   - Types of errors in survey research

7. Primary Data Collection

   - Nature of experiments
   - Experimental settings
   - Examining experimental validity
   - Comparing types of experimental designs
   - Approaches to observation research
   - Types of human observation

Observation research on the Internet

8. Measurement

- Concept of measurement
- Four levels of scales
- Reliability and validity
- Scaling
  Some basic considerations in selecting a type of scale

9. Questionnaire Design

- Process of questionnaire design
- Criteria for a good questionnaire
- Three basic forms of questions

10. Basic Sampling Issues and Sample Size Determination

- Concept of sampling
- Steps in developing a sampling plan
- Differences between probability samples and non-probabilities samples
- Statistical methods for determining sample size
- Population, sample and sample distribution
  Point and interval estimates

11. Statistical Testing

- Concept of hypothesis development and how to test hypotheses
- Type I and type II errors
- Statistical tests of goodness of fit, hypotheses about one mean, hypotheses about two means, and hypotheses about proportions

Methods for Prior Learning Assessment and Recognition

As per TRU Policy

Last Action Taken

Implement by Submission Preview Subcommittee Chair Shelley Church