

Course Outline

Course Code, Number, and Title:

MARK 4840: Marketing Research

Course Format:

Lecture 3 h + Seminar 1 h + Lab 0 h

Credits: 3

Transfer Credit: For information, visit bctransferguide.ca

Course Description, Prerequisites, and Corequisites:

Marketing research plays a central role in all marketing decision-making. This course introduces students to marketing research by exploring six major themes: the role and process of marketing research, designing research studies, measurement, sampling, analysis, and reporting. The major tools and techniques in primary and secondary research are examined. This applied course also introduces statistical software tools.

Students will receive credit for only one of MARK 2100 or 4840. MARK 2100 may not be used to satisfy the MARK 4840 requirement.

Registration in this course is restricted to students admitted to the Post-Degree Diploma in Marketing Management.

Learning Outcomes:

Upon successful completion of this course, students will be able to

- Describe the role marketing research plays in good business practice.
- Demonstrate an understanding of the marketing research industry and the strengths and weaknesses of various types of research methodologies including secondary, observation, survey and experimental.
- Describe and apply the principles of effective questionnaire design.
- Utilize the tools of the trade by collecting, tabulating and analyzing data.
- Utilize critical thinking skills to identify limitations of methodologies and interpret findings in order to make recommendations to a "client".

Instructor(s): TBA

Office: TBA

Phone: TBA

Email: TBA

Office Hours: TBA

Textbook and Course Materials:

[Textbook selection may vary by instructor. An example of texts and course materials for this course might be:]

For textbook information, visit https://mycampusstore.langara.bc.ca/buy_courselisting.asp?selTerm=3|8

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Note: *This course may use an electronic (online) instructional resource that is located outside of Canada for mandatory graded class work. You may be required to enter personal information, such as your name and email address, to log in to this resource. This means that your personal information could be stored on servers located outside of Canada and may be accessed by U.S. authorities, subject to federal laws. Where possible, you may log in with an email pseudonym as long as you provide the pseudonym to me so I can identify you when reviewing your class work.*

Assessments and Weighting:

Final Exam %
Other Assessments %
(An example of other assessments might be:) %

Information currently unavailable, please consult Department for details.

Grading:

Specific grading schemes will be detailed in each course section outline.

Information currently unavailable, please consult Department for details.

Detailed Course Schedule:

Information currently unavailable, please consult Department for details

As a student at Langara, you are responsible for familiarizing yourself and complying with the following policies:

College Policies:

[E1003 - Student Code of Conduct](#)

[F1004 - Code of Academic Conduct](#)

[E2008 - Academic Standing - Academic Probation and Academic Suspension](#)

[E2006 - Appeal of Final Grade](#)

[F1002 - Concerns about Instruction](#)

[E2011 - Withdrawal from Courses](#)

Departmental/Course Policies: