

Business Administration

Course Number: **BUAD 210**

Course Title: **INTRODUCTION TO MARKETING RESEARCH**

Credits: 3

Calendar Description: This course introduces research theory and methodology as they relate to effective decision-making in business. Emphasis is on research design in exploratory and qualitative research. Topics include secondary research and primary and qualitative research concentrating on interviewing, focus groups and observational research. Students develop the knowledge and skills necessary for research proposal writing, research design and report presentation. *(also offered by Distance Education)*

Semester and Year: **WINTER 2019**

Professors

Name	Phone number	Office	Email
Michael Conyette <i>Course Captain</i>	250-762-5445 ext: 2231	V: C339 K: Portable	mconyette@okanagan.bc.ca
Alan Rice	250-762-5445 ext: 4879	K: E219	arice@okanagan.bc.ca
Shei Seaton	250-762-5445 ext. 3212	P: PC120 K: E225	SSeaton@okanagan.bc.ca

Learning Outcomes

Upon completion of this course, students will be able to

- describe the role of marketing research in the strategic planning process.
- describe the six steps in the marketing research process.
- define a management problem and operationalize it into a research study.
- identify the strengths and weaknesses of common qualitative research methods.
- utilize secondary data sources and databases for solving marketing problems.
- design a qualitative research study for conducting interviews, surveys, focus groups, and observations.
- execute a qualitative research design.
- clearly and concisely present research results verbally and in written format.

Course Objectives

This course will cover the following content:
 Please refer to the course schedule and Moodle for weekly topics and learning objectives

