

## School of Business & Management: Course Outline & Accompanying Teaching & Learning Plan

<b>TERM:</b>	2019 Spring	
<b>COURSE CODE:</b>	BICG 9303_02	
<b>COURSE TITLE:</b>	International Market Research	
<b>COURSE DESCRIPTION:</b>	You are introduced in this course to the fact that markets are primarily global in scope, a fact that companies must be aware of and be prepared to exploit. You will learn how to conduct in-depth market research, a key competency in today's competitive market-place. You will acquire the research tools you need to perform data acquisition and analysis in support of corporate goals and activities. You will learn that competitive advantage and market penetration require the same level of detailed market knowledge, understanding, and depth of planning as domestic operations. You are introduced to qualitative and quantitative research methods. You will develop competencies in creating and deploying databases from the outset of this course, and learn how to identify, collect and sort data and data sources, design questionnaires, efficiently gather primary and secondary data, as well as perform analysis and compile reports.'	
<b>COURSE CREDIT VALUE:</b>	3	
<b>TOTAL COURSE HOURS:</b>	42	
<b>PRE-REQUISITES:</b>	<b>COURSE CODE:</b>	<b>COURSE TITLE:</b>
<b>CO-REQUISITES:</b>		

### INSTRUCTOR INFORMATION

<b>INSTRUCTOR NAME:</b>	Nick Farnell - first half of semester
<b>INSTRUCTOR EMAIL:</b>	nfarnell@niagaracollege.ca
<b>INSTRUCTOR OFFICE LOCATION:</b>	

### RESOURCES

TYPE:	AUTHOR:	TITLE:	PUBLISHER:	ISBN:	EDITION:	OTHER:
Required	Naresh K. Malhotra	Essentials of Marketing Research: A Hands-On Orientation <sup>1</sup>	Pearson	9780137066735	2015	

<sup>1</sup> You have option to buy ebook at a much cheaper price. To buy the ebook or access the accompanying website, which comes with lots of resources go to: <http://www.mypearsonstore.com/bookstore/essentials-of-marketing-research-a-hands-on-orientation-9780137066735?xid=PSED>

## COURSE OUTCOMES (SEE TABLE BELOW)

COURSE OUTCOMES:	LEARNING OBJECTIVES:
1. Explain the importance of well-planned and efficient international market research for guiding and promoting company activities	<ol style="list-style-type: none"> <li>1. Explain the role of international trade research in strategic planning</li> <li>2. Explain the benefits of timely and appropriate international research</li> <li>3. Investigate various forms of market and competitive intelligence</li> <li>4. Explain the different stages of an international market research project</li> </ol>
2. Develop international market research objectives that are compatible with corporate business objectives.	<ol style="list-style-type: none"> <li>1. Illustrate how market and competitive intelligence can further the international business goals of a company</li> <li>2. Explain the budget and time requirements to complete an international research project</li> <li>3. Construct research objectives that map global business objectives</li> </ol>
3. Select suitable methods of acquiring accurate and timely data in international markets	<ol style="list-style-type: none"> <li>1. Explain the ethics associated with collecting market and competitive intelligence in a global environment</li> <li>2. Assess the key research issues for companies seeking import, export, and foreign direct investment opportunities</li> <li>3. Compare primary and secondary data sources for foreign market research</li> <li>4. Recommend data collection strategies, and alternative data collection techniques, for international markets</li> </ol>
4. Evaluate acquired international market research data	<ol style="list-style-type: none"> <li>1. Illustrate the role of statistics in analyzing research results</li> <li>2. Practice quantitative and qualitative analysis of global research data</li> <li>3. Organize international market research data</li> <li>4. Assess the quality of acquired international market research data</li> </ol>
5. Evaluate international trade opportunities based on your analysis of the data collected	<ol style="list-style-type: none"> <li>1. Evaluate how market intelligence can be applied to product development</li> <li>2. Explain how market intelligence can be applied to developing international marketing strategies</li> <li>3. Recommend new opportunities with international market research data</li> </ol>

## EVALUATION AND WEIGHTS

Evaluation	% Weight
<b>In class problems (includes SPSS lab)</b>	15
<b>Field study/survey</b>	10
<b>Mid-term exam</b>	20
<b>Final term exam</b>	15
<b>International Market Research Report</b>	40

**Exams:** There will be two exams in this course. They are not cumulative. Consult the schedule below for exam dates. More information about the exam will be provided later in class.

**In class problems:** Exercises are administered on a non-regular and non-announced basis. There is no makeup unless there is legitimate and documented reason. I will drop the marks for one of your exercises at the end to allow some flexibility. In order to maximize your points, you will have to monitor activities in this class regularly. This also includes

the lab exercises (SPSS). SPSS is recognized as one of the leading software packages for statistical analysis. The objective is to help you practice the application of SPSS to market research which adds to your data management competency.

**Field Study/Survey:** You will be working on questionnaire development, primary data collection and analysis individually will be done in tandem with chapter discussions.

**International Marketing Research Report:** You are required to work in groups to conduct international market research – the fundamental step to make key decisions regarding entering and operating a foreign market. You are to use the templates provided. Size of the group will be determined and more details will be provided separately.

## **E-MAIL COMMUNICATION**

As per Niagara College regulations, all students are required to check their <[@ncstudents.niagaracollege.ca](mailto:@ncstudents.niagaracollege.ca)> student e-mail account regularly. E-mail is the official route of communication between the College and its students.

## **ACADEMIC INTEGRITY**

Niagara College students are subject to the College's [Practice on Student Academic Misconduct](#) and should therefore be aware of what constitutes academic misconduct and its consequences. Student academic misconduct is a serious offence and will not be tolerated. It may take many forms, including plagiarism, the use of unauthorized aids in assignments or examinations, and the willful distortion or fabrication of experimental results or data.

## **CLASS CANCELLATION OR RESCHEDULING**

On occasion, it may be necessary to cancel or reschedule a class. The Niagara College [Practice on Class Cancellation and Rescheduling](#) provides details on what students can expect in the event of a change to a regularly scheduled class meeting.

## **STUDENT CLASS ATTENDANCE AND LATENESS**

Students are responsible for understanding the College [Practice on Attendance and Lateness](#) and are advised that unless they participate in course activities, it is unlikely that they will be able to progress satisfactorily.

## **MISSED OR LATE ASSIGNMENTS**

When you find yourself unable to meet an in-course requirement because of illness or compassionate reasons, please advise the course instructor (or designated person, such as a teaching assistant) in writing, with your name, id#, and e-mail contact. Otherwise late or missed assignments are penalized. See additional information in the [Academic Code of Behaviour](#).

## **COURSE DROP DATE**

The last date to drop one-term courses, without academic penalty, can be found on the [Key Dates](#) web page. For additional information on how to drop a course, contact the [Office of the Registrar](#).

## **ACCESSIBILITY**

Niagara College is committed to the provision of an open and supportive learning environment. If you are a student with a disability, please remember that it is your responsibility to contact the [Centre for Students with Disabilities](#) and provide documentation pertinent to your disability. The earlier you ask for assistance, the more effective we can be in facilitating the appropriate support. The updates to the Accessibilities Act now consider both retroactive and temporary accommodations. **Do not wait** until you are experiencing serious difficulties to contact the Centre for Students with Disabilities.

## USE OF PERSONAL RECORDING DEVICES

Niagara College is committed to providing a safe teaching and learning environment that respects the rights and freedoms of every individual under the Canadian Charter of Rights and Freedoms and the Ontario Human Rights Code, the right to individual privacy legislated by applicable federal and provincial directives and the Freedom of Information and Protection of Privacy Act, and the property rights which exist in information conveyed within the learning environment and which arise under the Canada Copyright Act. The [Use of Personal Recording Devices on Campus](#) governs the courteous and respectful use of recording devices.

## TEACHING AND LEARNING PLAN

Schedule	Topic(s)/ Learning Activity	Class/lab activities	Learning Objectives
Week 1	Course overview, discussion of assignment details and group formation Chapter 1: Introduction to Marketing Research	Research exercises (lab) – SPSS intro, Variable definition Data entry, data summary Form groups for IMR Think of companies and countries for your IMR project	1.1, 1.2, 1.3 2.1, 2.2 3.1 4.1
Week 2	Chapter 2: Defining the Marketing Research Problem and Developing an Approach	Research exercises (lab) – Coding, recoding, codebook Finalize your group	1.4, 2.3, 3.2, 4.1
Week 3	Chapter 3: Research Design, Secondary and Syndicated Data	Research exercises (lab) – Frequency distribution, data split,	2.3 3.3, 3.4 4.2, 4.3, 4.4
Week 4	Chapter 4: Qualitative Research	Research exercises (lab) – Cross tabs	3.3,3.4 4.1. 4.2, 4.3, 4.4
Week 5	Chapter 5: Survey and Observation	Research exercises (lab) - Graphs	3.3, 3.4 4.2, 4.3, 4.4
Week 6	Chapter 6: Experimentation and Causal Research	Company profile due Research exercises (lab) – Scatterplots	3.4 4.2, 4.3, 4.4
Week 7	<i>Midterm Review and Exam</i>		
<i>Midterm Break</i>			
Week 8	Chapter 7: Measurement and Scaling.	Research exercises (lab) – Questionnaire Development IMR discussion – Country Profile	4.2 4.2, 4.3, 4.4 5.1, 5.2, 5.3
Week 9	Chapter 8: Questionnaire and Form Design Chapter 9: Sampling Design and Procedures	Research exercises (lab) – Sampling	4.2, 4.3, 4.4 5.1, 5.2, 5.3
Week 10	Chapter 10: Data Collection and Preparation	Research exercises (lab) – Sample test –One sample, two sample test	4.2,4.3,4.4 5.1, 5.2, 5.3
Week 11	Chapter 11 & 12: Data Analysis	Research exercises (lab) – Sample test - ANOVA	4.2,4.3,4.4 5.1, 5.2, 5.3
Week 12	Chapter 13 Report Preparation & Presentation	Research exercises (lab) – Bivariate statistics – Correlation, Regression	4.2,4.3,4.4 5.1, 5.2, 5.3
Week 13	Exam review	Country Profile due Research exercises (lab) – Multivariate Statistics – Multiple regression	
Week 14	<b>EXAM WEEK</b>		