

Secondary Market Research Tutorial – Getting To Know Your Industry

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Background

Conducting secondary market research is now part of many business and management programs.

Learning about one's industry involves gathering general market trends, and information about the external environment, competition and consumer behaviour.

However, while secondary research is integral to successful venture design, business planning and marketing strategy, it is seen by many as a time consuming and challenging process.

UBC librarians at the Vancouver and Okanagan campuses have been supporting students to learn how to identify and use credible proprietary and open access secondary market research sources through in-class workshops.

We were interested in how we could support this expanding and broad-based research need in a sustainable and flexible way.



The multiple types and sources of secondary market research may seem intimidating.

Purpose

Convert secondary market research for industry analysis content that has been delivered in-person to an online, modular format.

Develop a series of animated 'explainer' videos that:

- Feature a student-centred perspective
- Break the process of industry research down into manageable steps
- Appeal to multiple learning styles
- May be repurposed across courses, disciplines and target audiences



We hope to offer approachable steps to conduct industry research.

Cross-campus Partnerships

Project manager: MEd student

Educational design consulting: Centre for Teaching, Learning & Technology

Production: UBC Studios, UBC IT Web Services

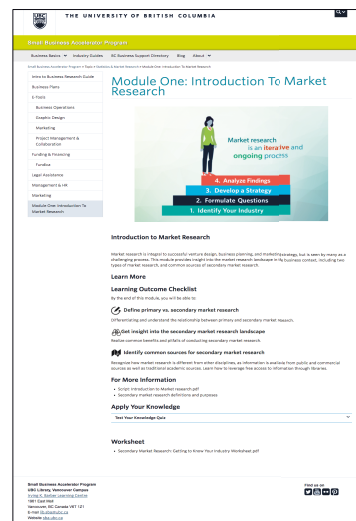
Content consultants: undergraduate and graduate student employees

Faculty: proposal support, content review, promotional content

Format

5 Modules

- 5-7 minute video
- Transcript
- Learning outcome checklist
- Quiz
- Supplemental handouts and links
- Industry research worksheet

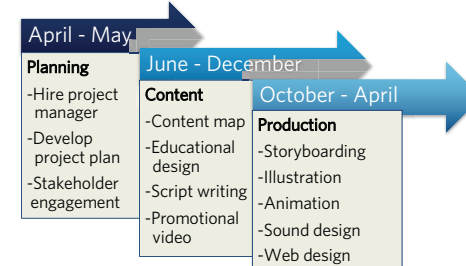


Example module landing page, sba.ubc.ca

Topics

1. Introduction To Market Research
2. Understanding Industry Research
3. Planning Your Industry Research
4. Conducting Your Industry Research
5. Using Information Responsibly

Timeline



Pilot - January 2017

E101/COMM 280 Entrepreneurship students were asked to view early versions of the first 3 videos, prior to an in-class workshop delivered by a librarian. Results:

- Not all students viewed the videos, and not all that viewed completed them
- Allowed more in-class time for specific content and group work
- The final tutorial will be implemented

Next Steps

- May 2017: Launch and promote the tutorial for courses such as MBA, MGMT 390, APSC 486/COMM 466, COMM 296/465, e@UBC Lean Launchpad
- Gather usage data
- Consider tutorials for consumer, competitor research

Funding Acknowledgement

UBC's Teaching & Learning Enhancement Fund supports initiatives with sustainable impacts on students. Library project submissions undergo a two-step review.