

**Course # and Name as it appears in the catalog: MKTG 401 Marketing Research****Credit Hours: # 3****Scheduled hours per week**

Lecture: # 3 hours/week; May be taught as e-course, blended, ADS, or traditional

Lab: # 0

Other: # 0

**Catalog Course Description:** This course is an introduction to research methods which will emphasize the collection, analysis, and interpretation of data that will guide marketing managers toward making effective decisions for planning and controlling the activities of business and service organizations. In addition, students will be able to analyze the effectiveness of the research design, data collection, and analysis of information provided by other researchers in order to make informed decisions about the usefulness of information provided. A team project for a business client is required.

**Pre-requisites:** MKTG 230 or instructor's consent

**Co-requisites:** N/A

**Course Learning Outcomes:** Upon completion of the course, the student should be able to:

- Understand and use key research terms and discuss the importance that research plays in the marketing management process.
- Understand the value of a marketing information system and the place marketing research plays in creating and utilizing such a decision tool.
- Critically evaluate research generated from outside one's organization to determine its reliability, validity, generalizability, and suitability for use in one's own organization. It is important to be able to recognize flaws in the research design that may skew the data and thus invalidate the study.
- Create, test, and fully implement various surveys using the Survey Monkey online software.
- Effectively implement the process of marketing research for a business client from the community, including the following steps:
  - Recognizing, exploring, and defining the research problem.
  - Creating and refining the research design.
  - Choosing the best method of research (survey, observation, or interview) for the present situation.
  - Selecting the appropriate sampling method (probability or nonprobability).
  - Designing and field testing the instrument for data collection.
  - Collecting and analyzing the data.
  - Preparing the information into a report for analysis and/or presenting the information to those in management who will utilize the information for decision making in the organization.
  - Effectively communicate the findings, conclusions, and recommendations from the research to the client in a formal report and/or in-person presentation.

**Topics to be studied:**

- Client Management – How to work with a business client who needs data but is not skilled at articulating research needs.
- Use the Research Outline to produce a formal written report and presentation based on the survey process including:
  - I. Background Investigation

- II. Literature Review – What is already known about the topic?
- III. Interviews with client – What is the history of the client company? What factors in its history influence the current study?
- IV. Research Problem and Objectives – Why does the client need the information you will gather?
- V. Research Methodology
  - a. Data Gathering Method
  - b. Sampling Plan
  - c. Discussion of Data Gathering Instrument
  - d. Data Collection Methodology
- VI. Research Report
  - a. Findings
  - b. Conclusions
  - c. Recommendations
  - d. Limitations of the Study
- VII. Appendices (copy of your questionnaire, other appropriate charts, maps, etc.)
- VIII. Bibliographic references and documentation as needed to support your study.

**Relationship of course to program outcomes:**

<b>Bachelors of Applied Science in Business Administration</b>	
<b>(BASBA) Program Outcomes</b>	
<i>Management/Marketing concentration (M/M):</i>	
<ul style="list-style-type: none"> <li>• Communicate effectively and professionally both orally and in writing including complex report generation.</li> </ul>	
<ul style="list-style-type: none"> <li>• Demonstrate and integrate the use functional areas of business including accounting, economics, finance, global business, management, marketing and the legal environment of business.</li> </ul>	
<ul style="list-style-type: none"> <li>• Demonstrate the ability to work ethically, effectively, and respectfully with people of diverse backgrounds and with people whom have different roles, social affiliations, and personalities.</li> </ul>	
<ul style="list-style-type: none"> <li>• Apply best practices in human resource management, organizational structure, and leadership techniques to manage a team or department.</li> </ul>	
<ul style="list-style-type: none"> <li>• Apply marketing concepts to conduct internal marketing research studies, create and deploy business-to--consumer advertising campaigns, and deploy business-to-business functions including sales force management and procurement processes.</li> </ul>	

<b>Bachelors of Science in Business Administration</b>	
<b>(BSBA) Program Outcomes</b>	
<i>General Business Specialization (GenBus):</i>	
<ul style="list-style-type: none"> <li>Communicate effectively and professionally both orally and in writing including complex report generation.</li> </ul>	
<ul style="list-style-type: none"> <li>Demonstrate the use of quantitative skills in analysis of complex business decisions with a global perspective.</li> </ul>	
<ul style="list-style-type: none"> <li>Demonstrate and integrate the use functional areas of business including accounting, economics, finance, global business, management, marketing and the legal environment of business.</li> </ul>	
<ul style="list-style-type: none"> <li>Demonstrate the ability to work ethically, effectively, and respectfully with people of diverse backgrounds and with people whom have different roles, social affiliations, and personalities.</li> </ul>	
<ul style="list-style-type: none"> <li>Demonstrate the ability to solve complex business and organizational problems using programmed and non-programmed decision techniques using logical reasoning for evaluating information and data.</li> </ul>	
<ul style="list-style-type: none"> <li>Apply best practices in management of functional areas including Human Resources, development and analysis of organizational design and structure, and leadership techniques to manage a team or department.</li> </ul>	
<ul style="list-style-type: none"> <li>Demonstrate an understanding of complex marketing concepts including developing and deploying research studies for data collection and analysis, creating and deploying both B2C and B2B functions including procurement, supply chain management, and other marketing analysis.</li> </ul>	
<ul style="list-style-type: none"> <li>Be admission-ready for a Master of Business Administration program if desired.</li> </ul>	

<b>Relationship of Course to General Education Learning Outcomes:</b>	
<b>Composition and Rhetoric</b> Students illustrate a fundamental understanding of the best practices of communicating in English and meet the writing standards of their college or program-based communication requirements.	X
<b>Science &amp; Technology</b> Students successfully apply systematic methods of analysis to the natural and physical world, understand scientific knowledge as empirical, and refer to data as a basis for conclusions.	
<b>Mathematics &amp; Quantitative Skills</b> Students effectively use quantitative techniques and the practical application of numerical, symbolic, or spatial concepts.	X
<b>Society, Diversity, &amp; Connections</b> Students demonstrate understanding of and a logical ability to successfully analyze human behavior, societal and political organization, or communication.	X
<b>Human Inquiry &amp; the Past</b> Students interpret historical events or philosophical perspectives by identifying patterns, applying analytical reasoning, employing methods of critical inquiry, or expanding problem-solving skills.	X
<b>The Arts &amp; Creativity</b> Students successfully articulate and apply methods and principles of critical and creative inquiry to the production or analysis of works of art.	
<b>5/3/2016</b>	

**Special requirements of the course:** N / A

**Additional information:** N/A

**Prepared by:** Larry Muller

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