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General Syllabus

MKTG 31363 Marketing Research

Credit Hours: 3

Lecture Hours: 3

Laboratory Hours: 0

Prerequisite (s): MKTG 34303 Principles of Marketing and admission to the business program, or consent of instructor.

Effective Catalog: 2024-2025

I. Course Information

A. Catalog Description

Rigorous experience in the study and application of research design, data collection, data analysis, and data interpretation methodologies and techniques in the context of marketing decision making.

II. Student Learning Outcomes

A. Subject Matter

Upon successful completion of this course, the student will be able to:

1. Analyze a situation and define a problem to which market research technique may be applied.
2. Formulate marketing research objectives from an understanding of the problem.
3. Create and implement a design for the research process (including data collection, analysis, and interpretation).
4. Implement the concept of sampling.
5. Apply multiple regression analysis, and interpret regression results, converting them to strategic/tactical actions.
6. Use research findings as the basis for a written and/or verbally presented research report.
7. Understand how marketing research can help organizations build and maintain relationships with customer.

B. University Learning Outcomes

This course enhances student abilities in the following areas:

Analytical Skills

Critical Thinking Skills - Students will identify a specific Marketing problem or issue. They will develop a detailed research design for addressing that problem/issue and pinpoint possible solutions; develop a questionnaire to gather reliable and valid data and build a plan to isolate a statistically representative sample of the population of interest.

Analytical Skills

Quantitative Reasoning - Students will demonstrate the ability to apply multiple regression analysis to the analysis of survey data. They must understand the situations in which regression is an appropriate analytic technique, can specify and test a regression model, assess the usefulness of the regression results, and apply those results in a practical fashion.

Communication Skills (written and oral)

Students will communicate written and oral through presentations of group case analyses and research reports.

III. Major Course Topics

- A. The Role of marketing Research in Organizations (including its role in building relationships with customers).
- B. The Marketing Research Process
- C. The Problem Definition Process
- D. Research Design
- E. Questionnaire Design; Scale Development
- F. Gathering and Collecting Data
- G. Sampling Theory and Process
- H. Data Analysis
- I. Data Interpretation
- J. Reporting of Research Findings