E: Marketing Research

BER: BMK 321

PRE-REQUISITE(S):   BMK 305 and MAT 312 (prior to 2016- 2017, MAT 308)

COURSE DESCRIPTION:

This course examines the systematic design, collection, analysis, and reporting of data relevant to the marketing function within the organization. It specifically addresses the growing role that technology plays in predicting consumer behavior, marketing trends, addressing marketing problems, and the development of new products and services. This is a required marketing course for marketing majors.

MAJOR INSTRUCTIONAL GOALS:

GOAL A:

Identify the role and value of marketing research.

Learning Objectives: The student will:

A-1   Describe and explain the impact marketing research has on marketing decision making

A-2   Demonstrate how marketing research fits into the marketing planning process

A-3   Demonstrate ethical dimensions associated with marketing research

A-4   Identify emerging trends and new skills associated with marketing research

A-5   Describe the major environmental factors influencing marketing research and explain their impact on the research process

A-6   Identify and explain the major components of a research proposal

A-7   Describe how secondary data fit into the marketing research process

A-8   Explain how secondary data fit into the customer relationship management process

Learning Objectives: The student will:

D-1   Identify and explain the different roles of sampling in the overall information research process

D-2   Distinguish between probability and non-probability sampling methods

D-3   Explain what scale measurement is and describe how to correctly apply it in collecting raw data from respondents

D-4   Explain what constructs are, how they are developed, and why they are important to measurement and scale designs

D-5   Design Likert, semantic differential, and behavior intention scales, and explain their strengths and weaknesses

D-6   Identify and discuss the critical aspects of consumer attitudes and other marketplace phenomena that require measurement to allow us to make better decisions

GOAL E:

Prepare data, analyze data and report data.

Learning Objectives: The student will:

E-1   Identify the process of preparing data for preliminary analysis

E-2   Demonstrate the procedure for assuring data validation

E-3   Prepare graphical presentations of data

E-4   Calculate the mean, median and mode as measures of central tendency

E-5   Explain the range and standard deviation of a frequency distribution as measure of dispersion

E-6   Differentiate between independent and related samples

E-7   Distinguish between dependence and interdependence methods

E-8   Evaluate the primary o

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