I. **Catalog Description:** The theory and application of marketing research as a tool for management decision making. Emphasis is on problem identification and definition, research design, sampling procedure, primary and secondary data collection, statistical analysis, interpretation of data and reporting of research findings.

II. **Prerequisites:** BUS 211 (or ECON 317 or MATH 165), BUS 319, BUS 360 and BUS 367.

III. **Course Learning Outcomes:** Upon completion of this course, students should:

   a. understand the basic role, processes, and purpose of research.
   b. recognize the role and basic methods of qualitative research.
   c. appreciate the role and basic techniques of secondary research.
   d. understand the place of, and basic quantitative methods used in research.

IV. **Course Materials:** An appropriate upper division textbook on Market Research, subject to approval by the marketing area faculty. Study guides, reading packets, cases, readings and/or access to the Internet may also be required.

   **Teaching Methods:** The course may involve one or more of the following approaches: lecture and discussion; application exercises; case analysis; team projects; in-class group activities. Subject to approval by the marketing area faculty.

V. **Evaluation Tools:** Typically 2-4 exams (including a final exam), and/or several quizzes. Several written assignments (e.g. research projects). Other evaluation techniques (e.g. team or individual exercises and oral presentations) may also be used.

VI. **Course Content:**

   A. **Course Topics:**

      a. Secondary Research Process
      b. Qualitative Research Process
      c. Ethics
      d. Primary Research Process
      e. Problem Definition
      f. Questionnaire Design
      g. Sampling
      h. Data Processing
      i. Descriptive Statistics
      j. Inferential Statistics
      k. Communicating Results
B. **Interdisciplinary Content:**

<table>
<thead>
<tr>
<th>Topic</th>
<th>Minimum Number of 50 Minute Periods Devoted to Topic</th>
<th>Required Graded Work Other Than Exams?</th>
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</thead>
<tbody>
<tr>
<td>International/Global</td>
<td>1</td>
<td>*</td>
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<tr>
<td>Ethical Issues</td>
<td>1</td>
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<td>Political Issues</td>
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<td>Social Issues</td>
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<tr>
<td>Legal/Regulatory Issues</td>
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<td>Environmental Issues</td>
<td>.5</td>
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<td>Technology Issues</td>
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<tr>
<td>Demographic Diversity</td>
<td>.5</td>
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*Required graded work other than exams, will be at the discretion of the instructor.

C. **Interdisciplinary Skills:**

- Oral Communication: Yes
- Written Communication: Yes
- Critical Thinking: Yes
- Working in Teams: Yes

NOTE: The teaching method and evaluation tools used by the faculty member will influence the amount of time devoted to each of these skills. Case analysis, and/or assignments are used to assess student’s written communication skills.