

**J. Sargeant Reynolds Community College
Course Content Summary**

Course Prefix and Number: MKT 229

Credits: 3

Course Title: Marketing Research

Course Description: Introduces the marketing research process to include methodology, data collection, sampling, and analysis. Focuses on planning basic research studies and applying the findings to marketing decisions. Prerequisite: MKT 100. Lecture 3 hours per week.

General Course Purpose: The purpose of the marketing research course is to familiarize students with the techniques by which data is collected, analyzed, and made available for decision-making use by marketing managers.

Course Prerequisites and Co-requisites:

Prerequisite: MKT 100

Student Learning Outcomes:

Upon completing the course, the student will be able to

- a. Understand the major impact and role of marketing research upon the business environment;
- b. Understand the marketing research terms and concepts;
- c. Discover how firms get research done and how the research is utilized; and
- d. Develop primary data tools and utilize secondary data tools for practical business purposes.

Major Topics to Be Included:

- a. Research field experiences
- b. Major research project/presentation
- c. Class lecture/discussion on research information and topics areas to include:
 1. Types of data collection
 2. Types of secondary data available
 3. Research methodology
 4. Survey designs and methods
 5. U.S. Census data collection and interpretation
- d. Positioning maps design and implementation

Date Created/Updated (Month, Day, and Year): September 2, 2008