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