

J. Sargeant Reynolds Community College
Course Content Summary

Course Prefix and Number: MKT 229

Credits: 3

Course Title: Marketing Research

Course Description (including lecture hours, lab hours, total contacts)

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/Corequisites (*Entry-level competencies **required** for enrollment*)

MKT 100

Course Objectives (Each item should complete the following sentence.)

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.
- 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 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

Effective Date of Course Content Summary: September 2, 2008