Course Prefix and Number: MKTG 441
Course Title: Marketing Research
Number of: Credit Hours: 3 Lecture Hours: 3 Laboratory Hours: 0
Catalog Description: A managerial approach to this highly technical and quantitative field. Prerequisites: MKTG 310 and MATH 250. Offered Spring.
Prerequisite(s)/Corequisite(s): MKTG 310 and MATH 250.
Text(s): The most current edition of the following:

Course Objectives:
- To understand the role and importance of marketing research in the marketing and management process.
- To analyze the various conceptual foundations on which marketing research is based.
- To evaluate how marketing research can be effectively used by business organizations and social institutions, including those of the not-for-profit sector.
- To explain how the marketing research function is implemented in the field and the complexities faced by researchers working in this area.

Measurable Learning Outcomes:
- Define and explain the concept of marketing research.
- Explain the fact that the essence of marketing research is to fulfill the marketing manager’s need for knowledge of the market.
- Explain the relationship between marketing research, implementation of the marketing concept, and total quality management.
- Explain and evaluate the various categories of marketing research activities.
- Critique marketing research as either exploratory research, descriptive research, or causal research.
- Identify the stages of the marketing research process.
- Explain the organizational structure of marketing research in various organizations.
- Explain the often-conflicting relationship between
marketing management and researchers.

- Explain ethical issues as they relate to marketing research.
- Explain that proper problem definition is essential for effective marketing research.
- Evaluate research problems in terms of clear and precise research objectives.
- Explain the purposes of exploratory research.
- Explain the advantages and disadvantages of various types of exploratory research.
- Explain the advantages and disadvantages of secondary data in the research process.
- Critique the advantages of using surveys.
- Explain the types of information that may be gathered from surveys.
- Explain the characteristics of observation research.
- Define experimentation and discuss the requirements for making a true experiment.
- Define test marketing.
- Explain the useful functions that test marketing performs for marketing management.
- Define and explain the three criteria for good measurement.
- Explain the attitude-measuring process.
- Explain questionnaire design.
- Explain why a sample rather than a complete census may be taken.
- Explain the difference between descriptive and inferential statistics.
- Explain the principles of good interviewing.
- Explain the activities involved in the management and supervision of fieldworkers.
- Define and explain editing and coding.
- Explain how the marketing research report is the crucial means for communicating the whole marketing research project.

Topical Outline (major areas of coverage):

Every Business Administration course includes and written and oral component.

- The role of marketing research
- The marketing research process
- The human side of marketing research
- Problem definition and the research proposal
- Exploratory research
- Secondary data, database search and retrieval systems
- Survey research: an overview
- Survey research: basic methods of communication with respondents
- Observation research
- Experimental research: an overview
- Test marketing and complex experiments
- Measurements
- Attitude measurements
- Questionnaire design
Sample designs and sampling procedures
Determination of sample size: a review of statistical theory
Fieldwork
Editing and coding: beginning to transform raw data into information
Basic data analysis: descriptive statistics
Univariate statistical analysis
Bivariate analysis: tests of differences
Bivariate analysis: measures of association
Multivariate analysis
Communicating research results: research report, oral presentation and research follow-up

Recommended maximum class size for this course: 35

Library Resources: Online databases are available at http://www.ccis.edu/offices/library/resources.asp. You may access them from off-campus using your eServices login and password when prompted.

Prepared by: Sally Wells
Date: April 3, 2006

NOTE: The intention of the master syllabus is to provide an outline of the contents of this course, as specified by the faculty of Columbia College, regardless of who teaches the course, when it is taught or where it is taught. Faculty members teaching this course for Columbia College are expected to facilitate learning pursuant to the course objectives and cover the subjects listed in the topical outline. However, instructors are also encouraged to cover additional topics of interest so long as those topics are relevant to the course’s subject. The master syllabus is, therefore, prescriptive in nature but also allows for a diversity of individual approaches to course material.

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