BUS 452 – Marketing Research - Online

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Course Description
This course in marketing research will introduce students to the broad scope and vital role of marketing research. Beginning with an explanation of the many applications of marketing research and extending to the methods available for its effective completion, this course will equip students with the ability to not only conduct successful research on their own, but also access and apply it most effectively in everyday business situations.

General Objectives
At the end of this course, the student will be able to:
- Understand and express the vital role marketing research plays in business
- Understand the marketing research process
- Effectively identify and define problems or issues to overcome and translate them into research problems
- Select and design the most appropriate research method for a given situation
- Understand and apply the latest data collection methods
- Perform limited data analysis
- Prepare effective research reports

Student Responsibilities
- Specific reading assignments will be made at the time of the first class session. The student is expected to read all assigned materials prior to working on the associated project. The student is also expected to complete all projects in a timely fashion. If a project is to be submitted late (due to circumstances beyond the student’s control) the student is to notify the instructor prior to the due date and receive permission for late submittal. The student should not assume that such permission will always be granted.
- It is the responsibility of the student to turn in professional projects. The quality expected is standard business quality. All text should be prepared using a word processor and formatted professionally.
- It is also the student's responsibility to retain all returned project assignments. If the student believes an incorrect grade has been recorded by the instructor, it is the student's responsibility to produce the assignment in question to verify his or her claim. If the student cannot produce the assignment, the instructor’s recorded grade will stand.
- Finally, the student is responsible for understanding all assignments prior to the due date. If the student has any questions regarding the assignment, the student is responsible for asking the instructor for clarification prior to the date the assignment is due.
Textbooks and Materials

Required Textbook
  ISBN: 1412991315

Required
- An e-mail account
- Access to the Internet

Grading

Each project is worth 25 points

The following straight scale will be used for assigning grades:
A = 90 – 100 points
B = 80 – 89 points
C = 70 – 79 points
D = 60 – 69 points
F = < 60 points

Schedule and Assignments

Session 1
Receipt of class information
  - Role of marketing research
  - Gathering market intelligence
  - Process of marketing research
Determine subject of your market research

Session 2
  - Problem formulation
  - Types of research design and exploratory research
Think about how you will collect your information

Session 3
  - Descriptive and Causal (Experimental) research design

PROJECT ASSIGNMENT #1 DUE

Session 4
  - Secondary data
  - Standardized marketing information services
  - Collecting primary data

Session 5
  - Collecting information by communication
  - Collecting information by observation

PROJECT ASSIGNMENT #2 DUE
Session 6
- Designing the questionnaire or observation form
- Measurement basics
- Measuring attitudes, perceptions, and preferences

Session 7
- Sampling and Data Collection

PROJECT ASSIGNMENT #3 DUE

Session 8
- Data Analysis and Research Reports

Final Project

PROJECT ASSIGNMENT #4 DUE