BUS 452 – Marketing Research

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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 project assignments will be made at the time of the first class session. The student is expected to read any 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.

Textbook
No textbook required
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
Classroom introductions
  ● 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
PROJECT ASSIGNMENT #1 DUE

Session 3
  ● Descriptive and Causal (Experimental) research design

Session 4
  ● Secondary data
  ● Standardized marketing information services
  ● Collecting primary data
PROJECT ASSIGNMENT #2 DUE

Session 5
  ● Collecting information by communication
  ● Collecting information by observation

Session 6
  ● Designing the questionnaire or observation form
  ● Measurement basics
  ● Measuring attitudes, perceptions, and preferences
PROJECT ASSIGNMENT #3 DUE
The course outline is subject to change based upon class progress. Homework may be assigned throughout the term, as appropriate. Doane College makes all decisions regarding the cancellation of classes due to bad weather. In the event of a cancelled class, assignments carry over to the next class time.

Absences:

One absence will have no effect on your grade. Two absences will result in the lowering of your grade by one letter. Three absences will result in failure of the course. Exceptions to this policy will be made rarely, only in the most uncontrollable of personal situations, and completely at the discretion of the instructor. Please plan on being present at all classes.

Academic Integrity

The Doane College Academic Integrity Policy will be adhered to in this class. In the course of your preparation for papers, examinations, projects, and presentations you will be asked to work with others and/or rely on the opinions, writings, or research of others. This is perfectly acceptable and in most instances is expected. However, when you use another’s words, ideas, or opinions –cite it! I fully expect that your ideas will from time to time spring from the ideas of others. Let me know when you are using those ideas, and whose ideas they are. The use of other sources without proper citation is unfair to the source and to you. It will result in failure of the project, examination, or paper in which the reference was used and will possibly result in failure of the course.