**Leaning Objectives -- 3/25/21 draft**

**MARKETING 4050: Marketing Research**

**Course Catalog Description**

Procedures for defining marketing research problems; specifying information requirements; collecting, analyzing, interpreting, and presenting data for use in marketing decision making. Utilizes student projects and research-related computer assignments. **Prerequisites:** MRKTNG 3000, STAT 3500 and junior standing

**Knowledge objectives (topical coverage)**

The following topics must be covered in the course, and students should be able to demonstrate knowledge of key principles in each topic.

The marketing research process

Marketing research industry structure

Sources of information (primary, secondary, syndicated)

Problem definition and exploratory research

Research design options (qualitative, causal, survey)

Data collection methods

Measurement (levels of measurement, types of measurement scales)

Questionnaire design

Sampling methods and sampling plans

Fieldwork and data quality; data preparation and coding

Descriptive statistical analysis (mean, median, mode; frequency distribution; cross-tabulation)

Basic data visualization

Correlation and regression applications

Oral and written presentation of results

**Performance objectives**

Students will be asked to demonstrate their ability to do the following activities.

Students, with the assistance of group members, will be able to conduct and complete small-scale marketing research project, including problem definition, questionnaire design, sample design, data collection, data analysis, and project oral and written report.

Students will be able to calculate the following statistics in Excel, be able to interpret them, and know the proper data visualization techniques to present the results:

* mean
* percentages and frequency distribution
* crosstabulation

Students will be able to interpret correlation and regression results, including slope coefficients and model fit.