A. Course Description

Credits: 4

Prerequisites: MKTG 300 Marketing Principles AND STAT 201 Statistics I Note: If you have not satisfied the pre-requisite of STATS 201 prior to registering for this course, you can take STATS 201 concurrently with this course with instructor's consent.

Lab Hours/ Weeks: Corequisites: None

Lecture Hours/ Week :

MnTC Goals: None

This course examines the processes and techniques used in gathering, analyzing and reporting information that forms the basis for managerial and marketing decision making. The course content includes the study of both secondary research methods and primary research methods, with the emphasis on survey methods. There is a strong statistical analysis component, and students learn to use SPSS, statistical software used extensively in organizations that perform quantitative research. Students design and implement a marketing research study.

B. Course Effective Dates: 08/01/1998 - 09/05/1999 09/06/1999 - 12/16/2009 12/17/2009 - Present

C. Outline of Major Content Areas:

See Course Description for major content areas.

D. Learning Outcomes (General)

1. Understand the marketing research process in organizations.
2. Compare market research methodologies.
3. Apply basic survey methods and principles as evidenced by the development of an accurate and effective consumer survey.
4. Differentiate sampling methods and principles.
5. Demonstrate mastery of SPSS statistical software.
6. Analyze inferential bivariate analyses (T-Tests, Correlation and Crosstabs using Chi-Square, and hypothesis testing.
7. Aggregate survey data by using a variety of data transformations in SPSS, including scale development and its justification.
8. Develop a written report that accurately interprets and applies statistical output to marketing recommendations.

E. Learning Outcomes (MN Transfer Curriculum)

This contains no goal areas.

G. Special Information

Prerequisite: Goal I: Communication - Part I Writing, plus 30 credits must be satisfied.