Minnesota State University Moorhead

MKTG 451: Marketing Research I

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: 0

OJT Hours/Week: *.*

Prerequisites:
This course requires the following prerequisite
MATH 234 - Introduction to Probability and Statistics

Corequisites: None

MnTC Goals: None

This course is designed to provide an introduction to methodological issues relevant to marketing research. Students will learn basic elements of research methods, constructs, measures, data collection and analysis, and other elements of marketing research. While the underlying objective of this course is to familiarize you with basic tools in scientific methods (e.g., statistics). Marketing Research is a keystone to all marketing activities. This course specifically explores what methods exist to conduct marketing research, how to recognize effective and ineffective research, and how to analyze, interpret, and apply research results.

B. COURSE EFFECTIVE DATES: 02/01/2017 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Statistical issues in the procedure of marketing research
2. Uni- and multi-variate data analyses
3. Statistical theories for applied research
4. Concepts and types of variables
5. The concept of constructs in behavioral research
6. Descriptive statistics in marketing analysis
7. Inferential statistics in marketing analysis
8. Scientific methods for conducting marketing analysis
9. Critical thinking and logical reasoning for marketing decision making
10. Data treatments (i.e., errors and outliers)
11. Different measurement between parametric and non-parametric statistics

D. LEARNING OUTCOMES (General)

1. Practice the habit of logic and critical thinking to do research.
2. Discuss core concepts of statistical theories and methodologies in marketing research.
3. Synthesize between statistical concept and practice through applying statistic tools and survey tools (Excel, SPSS, Qualtrics, etc.).
4. Justify how to organize, analyze and interpret numbers in marketing research.
5. Prepare a skill set of professional research ability, including research designs, report, and presentation (both oral and written).
6. Compare and contrast the role of qualitative research and quantitative research.

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted