

Minnesota State University Moorhead

MKTG 452: Marketing Research II

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: 0

OJT Hours/Week: *.*

Prerequisites:

This course requires the following prerequisite

MKTG 451 - Marketing Research I

Corequisites: None

MnTC Goals: None

The design of this course helps students develop methods for collecting, analyzing, and interpreting data relevant to the marketing decision-making process. The purpose of this course is to investigate the issues based on observations and secondary databases. In line with the nature of reality in marketing research, this course is a team-based project-intensive course. This course expects students to have a marketing mindset as a marketing consultant and a statistic/analytic skill set in general. The course covers a gamut of marketing research process.

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

C. OUTLINE OF MAJOR CONTENT AREAS

1. Marketing research process
2. Real marketing consulting projects
3. Critical thinking and logical reasoning for marketing decision making
4. Research design
5. Qualitative research and quantitative research
6. Validation of proper research methods
7. Observation and archive data
8. Interpretation of statistical Inference
9. Online survey design via Qualtrics
10. Teamwork in marketing research project

D. LEARNING OUTCOMES (General)

1. Be able to design online survey and familiarity with the usage of Qualtrics.
2. Be able to transfer a marketing problem to a substantial research question through developing research design.
3. Develop logical reasoning and critical thinking in research.
4. Develop observation and secondary database analysis abilities & information acquisition.
5. Gain the dynamics of interpersonal communication and collegiality via the group project.
6. Learn a validation criteria to choose appropriate research methods.
7. Obtain a skill set of interpretations of statistical inference.
8. Obtain a skill set of professional research capacity including research designs, decision-making insight, and presentation ability (both oral and written).
9. Understand marketing research procedure in real world.
10. Understand the difference between 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