MAKT 404 : Marketing Research

Research methods and procedures used in marketing to solve business problems; traditional and innovative research designs, sampling, data analysis, dissemination of results; applications of analytical techniques; hypothesis testing, regression, analysis of variance; database marketing, data mining research.

Credits 3

CIP Code

52.1401

Prerequisites

or any 3 credit hours MATH. LIBR 150 may be taken concurrently.

Prerequisite Courses

LIBR 150

MAKT 302

MATH 110E

Course Outcomes

After successfully completing the course, the learner will be able to:

- Develop the participant's problem analysis skills and ability to translate a marketing management problem into a feasible marketing research question. Provide participants with a working knowledge of the concepts and technical methods of marketing research.
- Provide a general understanding of marketing research, what kinds of information it can provide, and how it can be properly used by marketing management. Provide an overview of the structure of science in marketing and the marketing research industry.
- Describe the role of experimentation in marketing research and provide an understanding of how marketing experiments are designed and conducted.
- Develop participant's skills at writing a research report, orally presenting a marketing research study, and working in a research group context.
- Provide an analysis of the comparative advantages and disadvantages of secondary and primary data collection strategies.
- Provide an understanding of how to generate information by surveying and making observations of consumers and organizations.
- Examine major types of sampling plans and their advantages and disadvantages. The course will also consider how sample sizes for surveys are determined.
- Understand the meanings of measurement, validity, reliability, generalizability, and scaling and their application in marketing data.
- Examine the logic of data analysis and how to develop a data analysis plan. Familiarize participants with some traditional and newer approaches to analyze marketing data, marketing mix variables, and estimating demand for new products and services.
- Learn how to make specific, budgeted strategic marketing recommendations based on statistical results that will help a firm improve its performance.