

# Bemidji State University

## BUAD 4467: Marketing Research

### A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: \*.\*

Lab Hours/Week: \*.\*

OJT Hours/Week: \*.\*

Prerequisites: None

Corequisites: None

MnTC Goals: None

Fundamentals and techniques involved in gathering, recording, analysis, and presentation of data used in solving problems in marketing management. Requires the preparation and presentation of a research project. Prerequisite: BUAD 3361.

### B. COURSE EFFECTIVE DATES: 08/20/1997 - Present

### C. OUTLINE OF MAJOR CONTENT AREAS

1. Basic Data Analysis
2. Communicating Research Results
3. Conducting Marketing Experiments
4. Determining Sample Size
5. Information Systems & Knowledge Management
6. Measurement & Attitude Scaling
7. Observation
8. Qualitative Research
9. Questionnaire Design
10. Sampling Designs & Procedures
11. Secondary Data; Research in a Digital Age
12. Survey Research
13. The Human Side of Marketing Research
14. The Marketing Research Process
15. The Role of Marketing Research

#### **D. LEARNING OUTCOMES (General)**

1. explain the observation of physical objects and message content.
2. know the role of qualitative research in exploratory research designs.
3. recognize the major categories of databases.
4. know the advantages and disadvantages of conducting surveys using personal interviews via door-to-door, mall intercept, landline telephone, or mobile-phone interviews.
5. know what marketing research is and what it does for business.
6. understand the concepts of theory and hypothesis and the critical role they play in research.
7. describe marketing research's role in predictive analytics.
8. know when marketing research should and should not be conducted.
9. be familiar with the types of jobs, job responsibilities and career paths available within the marketing research industry.
10. describe the impact of single-source data and globalization on secondary data research.
11. appreciate the way that technology and internationalization are changing marketing research.
12. know what a decision support system is and does.
13. integrate marketing research results into the strategic planning process.
14. understand how the role of marketing research changes when a firm is truly marketing oriented.
15. understand the difference between basic and applied marketing research.
16. compare random sampling and systematic (non-sampling) errors with an emphasis on how the Internet is intertwined with this issue.
17. define attitude and understand why it is so important in business research.
18. describe criteria for pretesting and revising a questionnaire and for adapting it to global markets.
19. know ways of maximizing the validity of experiments, including the minimization of demand characteristics.
20. understand the basics of testing hypotheses using inferential statistics.
21. use descriptive statistics indicating central tendency and dispersion to make inferences about a population.

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

None

#### **F. LEARNER OUTCOMES ASSESSMENT**

As noted on course syllabus

#### **G. SPECIAL INFORMATION**

None noted