

# Minnesota State University Moorhead

## MKTG 422: Marketing Research

### A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: 0

OJT Hours/Week: \*.\*

Prerequisites: None

Corequisites: None

MnTC Goals: None

Methods of obtaining and analyzing internal and external marketing information with an emphasis on survey design and data interpretation.

**B. COURSE EFFECTIVE DATES:** 06/01/1995 - 05/12/2017

### C. OUTLINE OF MAJOR CONTENT AREAS

None

### D. LEARNING OUTCOMES (General)

None

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

None

### F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

### G. SPECIAL INFORMATION

None noted