

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