

# Dakota County Technical College

## MKTC 2600: Marketing Research

### A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: \*.\*

OJT Hours/Week: \*.\*

Prerequisites: None

Corequisites: None

MnTC Goals: None

This course examines the processes and techniques used in securing, analyzing and creatively using information to identify marketing problems and opportunities. Businesses need current information on which to base their marketing decisions; this course studies research to help business determine marketing strategies and create plans for such objectives as product development, marketing promotional evaluations, operation efficiencies and client satisfaction.

Prerequisite: None

**B. COURSE EFFECTIVE DATES:** 06/03/2002 - Present

**C. OUTLINE OF MAJOR CONTENT AREAS**

**D. LEARNING OUTCOMES (General)**

1. define the marketing research process
2. demonstrate the focus group process
3. describe different types of surveys
4. describe marketing research and decision making
5. describe the development of marketing research
6. describe the impact of the Internet on marketing research
7. describe the nature of qualitative research
8. determine which survey method to use
9. explain managing the research process
10. explain the evolving structure of the marketing research industry
11. explain the importance of correctly defining the problem
12. explain the nature of secondary data
13. explain the popularity of survey research
14. find secondary data on the Internet
15. identify users of marketing research
16. define the questionnaire design process
17. describe the criteria for a good questionnaire
18. describe the experimental setting
19. describe the nature of observation research
20. discuss the reliability and validity of measurement
21. discuss the role of a questionnaire
22. evaluate limitations of experimental research
23. explain attitude measures and management decision making
24. explain attitudes, behavior, and marketing effectiveness
25. explain how to obtain government data
26. explain observation research on the Internet
27. explain the concept of sampling
28. explain the development of a measuring scale
29. explain the measurement process
30. identify attitude measurement scales
31. demonstrate online research technology
32. describe the components needed to present research findings to management
33. describe the role of trust
34. develop a sampling plan
35. discuss communicating the research results
36. discuss determining sample size for probability samples
37. discuss how to handle marketing clients' needs
38. discuss research analysis techniques
39. discuss research ethics
40. discuss the data analysis procedure
41. explain graphic representation of data
42. explain how the latest technology is affect research distribution and collection
43. explain how to write a marketing research report
44. explain multiple regression analysis

45. explain population and sample distributions
46. explain statistical testing and differences
47. explain the different quantitative research methodologies
48. identify the commonly used statistical hypothesis tests

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

None

**F. LEARNER OUTCOMES ASSESSMENT**

As noted on course syllabus

**G. SPECIAL INFORMATION**

None noted