A. **Course Description**
   - **Credits:** 3.00
   - **Lecture Hours/Week:** 3.00
   - **Lab Hours/Week:** 0.00
   - **OJT Hours/Week:** 0
   - **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:** 6/3/02 – Present

C. **Outline of Major Content Areas**
   - As noted on course syllabus

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

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

F. Learner Outcomes Assessment
   As noted on course syllabus
G. Special Information
   None noted