COURSE DESCRIPTION

Prerequisites: NONE

Course Description: Designed to enhance student understanding of the marketing environment and the dynamic interrelationships of the functions of marketing price, channels of distribution, promotion, and product responsibility. Provides a simulated marketing environment for experience in marketing decision-making and provides practical experiences in analyzing market cases for the students.

Marketing Research Strategies introduces students to the basics of marketing research. From exploring the role of marketing research to developing a research project, students will learn research design and how to collect, analyze and report marketing research data.

This is a 3 credit hour course. (3 lec.)

WECM END-OF-COURSE OUTCOMES: Analyze marketing studies employing the problem-solving process; utilize marketing research techniques to implement competitive marketing decisions; demonstrate market research knowledge; and interpret marketing research data to forecast industry trends and meet customer demands.

STUDENT LEARNING OUTCOMES:
Upon successful completion of MRKG 2348, students will be able to:

- **Identify** three basic types of research designs and describe the major emphasis of each type.
- **Produce** compare and contrast primary & secondary data and propose the benefits of each.
- **Reinforce** skills: by applying research design concepts and techniques to analyze and predict solutions to contemporary marketing cases and issues.
- **Demonstrate** how steps in the research process including: research design, data collection methods, forms, sampling, data analysis and research reports are interrelated.

COURSE MATERIALS


Free Companion Website for students: http://churchill.swlearning.com

A student of this institution (El Centro College) is not under any obligation to purchase a textbook from a university-affiliated bookstore. The same textbook may also be available from an independent retailer, including an online retailer.
MAJOR COURSE REQUIREMENT

Students will participate in Discussion Forums addressing advantages and disadvantages of research elements.

Students will complete weekly interactive quizzes and review questions related to chapter topics.

Perform research tasks to develop their skills in gathering, analyzing, designing and reporting marketing intelligence data.

Students will complete Case Studies in each chapter which deal with marketing Research "Sequence of Steps" including the following:

- Formulating the problem
- Determining the research design
- Selecting the data collection method
- Designing data collection forms
- Developing sample and collection data
- Analyzing and interpreting the data
- Preparing the research report

The Final class project is required for students to present their Marketing Research and Strategy Report of the Final Case Study.

Two exams and a final exam (Student Case Study Marketing Research Project) will evaluate the student's understanding of marketing research and strategies concepts and knowledge presented in each chapter.

SUBJECT MATTER

Topics covered in the lecture portion of the course include:

- Introduction to Marketing Research & Problem Definition
- Research Design
- Data Collection Methods
- Data Collection Forms
- Sampling of Data Collection
- Data Analysis
- Research Reports

Marketing Research Strategies introduces students to the basics of exploring their role as researchers in performing the stages of answering a research question. Students will learn research problem formulation, analysis of marketing studies, gathering marketing intelligence by employing research problem solving processes, interviews, communications, questionnaires, and surveys. Students will also utilize marketing research techniques to implement competitive marking decisions; demonstrate knowledge of interpret research data to forecast industry trends and meet customer demands; and develop marketing research reports and presentations.
DISCLAIMER
The provisions contained in this syllabus do not constitute a contract between the student and El Centro College. These provisions may be changed at the discretion of the Coordinator/Instructor. When necessary, appropriate notice of such changes will be given to the student.

The instructor-of-record may provide additional information to enhance the course to meet the needs of the enrolled students, provided that the enhancements do not conflict with the official course syllabus.

POLICIES
Students should click on the links below and read all of these policies.

General institutional policies
Course-related institutional policies