Standard Course Outline  
MKTG 470  
Marketing Research

1. General Information:  
   Units: 3 credits  
   Prerequisites: MKTG 300, IS 301, IS 310  
   Course Coordinator: Pamela Homer  
   Date Prepared: October 2016

2. Catalog Description:  
   Fundamentals of marketing and industrial research as an aid to problem-solving in business.  
   Familiarization with current industry research efforts. Data collection, interviewing, and report-generation software. Analysis of data. Project, instrument, and sampling designs. Letter grade only (A-F).

3. Curriculum Justification:  
   The curriculum is designed to teach critical thinking skills through such marketing research topics as social science research design, data analysis, and interpretation. For ethics, the course covers topics such as ethical research practices and the ethical treatment of human subjects in lectures and in-class exercises. In this course, we also work to develop team and interpersonal skills as well as the communication skills via several team projects. The course also addresses the development of quantitative skills.

4. Course Objectives:  
   - To improve the student's ability to critically and conceptually analyze research results.  
   - To develop the student's ability to critically evaluate alternative research designs and to develop and select the most appropriate one for a particular problem situation.  
   - To provide the student with the necessary skills to implement a research design.  
   - To provide the student with an introduction to the various data analysis procedures that are most frequently used in marketing research.  
   - To provide the student with an introduction to a statistical software package appropriate to the analysis of marketing research data such as SPSS.

5. Outline of Subject Matter:  
   This is a listing of the subject matter that must be covered in this course. It does not preclude other topics that are part of the Marketing Research area or the depth of some topics. The list is flexible enough to allow individual instructors to focus on particular areas of interest to the instructor. Additional topics can be added into the course based on the instructor’s expertise and personal preferences in teaching this course. The required topics are also those that are included in the course assessment for MKTG 470.
### Topics:

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6. **Methods of Instructions:**

There must be at least these two Active Learning tasks in the course, typically done by project teams. More commonly, there are three such assignments:

- A qualitative research assignment (e.g., teams may conduct in-depth interviews, focus groups).
- A quantitative research assignment (e.g., teams may design a quantitative survey or online survey).
- A major research project that involves hypothesis development, data analysis, interpretation of data, and development of recommendations/conclusions. This may also involve data collection, but instructors may choose to use various secondary data sources (e.g., *Social Science Research & Instructional Council*).

**Additional Active Learning tasks that can also be used in the course include:**

- Participation (in-class) exercises that may involve group work. Most texts have examples of these types of exercises.
- Written group assignments (see above).
- Other types of exercises that include students actively working together either in class or outside of class on small projects, etc.
- Examinations preferably use short answer questions, essays, and must require some form of application, critical thinking, and/or integrations of concepts. Multiple-choice questions should be less than 50% of the total exam points. If multiple-choice questions are used, they should predominantly focus on concept and technique application, not simple recall or recognition.

There is no standardized textbook for all sections of MKTG 470. Some examples of the appropriate texts are:


7. **Instructional Policies**:

- **Grading Policy**:
  - Final course grades shall be based on at least three (3), and preferably four (4) or more, demonstrations of competence by the student. In no case shall the grade on any single demonstration of competence count for more than one-third of the final course grade. See academic senate policy (http://www.csulb.edu/divisions/aa/grad_undergrad/senate/documents/policy/2005/07/)

- **Policy on Classroom Behavior**:
  - All cell phones & other electronic devices (e.g., pagers, iPads, iPods, PDAs) must be put on vibrate or turned off and not on your desk during class.
  - Students are responsible for what transpired if they miss a class. It is the student’s responsibility to contact the instructor or a classmate to determine what was missed. See “Policy on Make-up Exam and Assignments” below.
  - Talking and other disruptive behavior are not permitted while classes are in session.
  - Students are expected and must do ORIGINAL work for all assignments, including exams. See “Academic Integrity” policy below.
  - It is the student’s responsibility to notify the professor in advance of a need for accommodation of a disability that has been verified by the University.

- **Policies on Withdrawal, Late Withdrawals, and Incompletes**:
  - The University policy on dropping and withdrawal from classes is set forth in the schedule of classes. Students are obligated to officially withdraw from their courses even though they may not have attended. Withdrawals require the signature of the instructor, the chairperson, and the Dean of the CBA.

- **Academic Integrity**:
  - Students are expected to do original work for all assignments, including exams. Students are responsible for their own conduct and all cases of dishonesty (e.g., plagiarism, cheating) will be reported to the proper university officials. Students are expected to adhere to CBA (http://www.csulb.edu/colleges/cba/dean/academic-integrity/) and University policies regarding Academic Integrity (http://www.csulb.edu/divisions/aa/grad_undergrad/senate/documents/policy/2008/02/). Please avoid an embarrassing or unfortunate situation.

- **Campus Computer/Network Usage**:
  - Careful and ethical use of computing resources is the responsibility of every user. As a user of these resources, you agree to be subject to the guidelines of the “Policy Governing Access to and Use of CSULB Computing Resources”. These guidelines apply to all computing resources provided by the University; some guidelines are more directly related to time sharing systems, some to microcomputers and local area networks, and some to all systems.

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1 Please refer to the university website for the latest policy.
- **Disabilities:**
  - Students with disabilities are responsible for notifying their instructor as early as possible of their needs for an accommodation of a verified disability. A student with a disability is urged to consult with Disabled Student Services as soon as possible in order to identify possible accommodations to enhance academic success.