

Standard Course Outline

MKTG 470 Marketing Research

I. General Information

- ♦ Course number: MKTG 470
- ♦ Title: Marketing Research
- ♦ Units: 3 credits
- ♦ Prerequisites: STAT 118, MKTG 300, IS 301 (IS 301 waived for Marketing minors)
- ♦ Course Coordinator: Pamela Homer
- ♦ Date prepared/revised: 04/2020

II. 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).

III. Curriculum Justification(s)

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*.

IV. 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.

V. 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:

1. Introduction to Marketing Research & Course Overview
2. The Research Process
3. Marketing Research Ethics
4. Qualitative & Exploratory Research Methods
5. Observational Research
6. Secondary Research
7. Survey Research
8. Questionnaire Design & Measurement
9. Sampling
10. Experimental Design
11. Basic Data Analysis and Hypothesis Testing
12. Crosstabs
13. T-Test and ANOVA
14. Correlation and Regression
15. Preparing Marketing Research Reports

VI. Methods of Instruction

A. Instruction Mode

- Traditional
- Hybrid
- Local Online
- Distance Education

B. Classroom Activities

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.

VII. Information about Textbooks/Readings

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

- Joseph F. Hair, Jr. et al. (2010), *Essentials of Marketing Research*, 2nd edition, McGraw-Hill/Irwin.

VIII. William G. Zikmund and Barry J. Babin (2010), *Essentials of Marketing Research*, 4th edition, Cengage Learning. Instructional Policies Requirements

A. 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.
- 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.
- See [Academic Senate Policy Statement 12-03: Final Course Grades, Grading Procedures, and Final Assessments](#).

B. 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.
- See also [Department of Marketing Classroom and Online Conduct Policies](#).

C. 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 COB.

D. 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 the [College of Business policy on academic integrity](#) and the University's [Academic Senate Policy Statement 08-02: Cheating and Plagiarism](#). Please avoid an embarrassing or unfortunate situation.

E. 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.

IX. Disabilities:

The [Bob Murphy Access Center](#) (BMAC) provides certification for students with disabilities and helps arrange relevant accommodations. Any student requesting academic accommodations based on a disability is strongly encouraged to register with Disabled Student Services (BMAC) each semester. A letter of verification for approved accommodations can be obtained from BMAC. Please be sure to provide your instructor with BMAC verification of accommodations as early in the semester as possible. The phone number for BMAC is (562) 985 5401. The email address is: bmac@csulb.edu.

X. Assistive Technology

In compliance with [Accessibility and Faculty Responsibility for the Selection of Instructional Materials \(PS 08-11\)](#), instructors are responsible for ensuring that their syllabi and instructional materials are accessible to all students.

XI. Consistency of SCO Standards across Sections

All future syllabi will conform to the SCO. The course coordinator should review the SCO and offer advice and/or materials to faculty member new to teaching the course. The course coordinator may offer or require regular review of instructors' course materials as well as anonymous samples of student work.

XII. Additional Resources for Development of Syllabi

- [Academic Senate Policy 11-07: Course Syllabi and Standard Course Outlines](#)
- College of Business [Accessible Syllabus Template](#)
- Faculty Center [Course and Syllabus Design](#)