

Standard Course Outline

MKTG 664 Qualitative Marketing Research Analytics

I. General Information

- ♦ Course number: MKTG 664
- ♦ Title: Qualitative Marketing Research Analytics
- ♦ Units: 3 credits
- ♦ Prerequisites: MKTG 500, MKTG 665
- ♦ Course Coordinator: MSM Faculty
- ♦ Date prepared/revised: October 2020

II. Catalog Description

Learning to design, collect, and analyze qualitative marketing research data the purposes of cultivating an organization's understanding of its market. Class focuses on introducing the student to several techniques of qualitative data collection and prepares each student how to use each of these techniques in the most effective way to understand an organization's customers and how they relate to the organization, its offerings, and activities. Letter grade only (A-F).

III. Curriculum Justification(s)

Qualitative data represents an important aspect of marketing research. It complements quantitative data that may be used to provide further, in-depth insight into quantitative marketing research findings as well as a precursor to quantitative studies that may be developed based on qualitative data. Yet the field of qualitative marketing research is wide as it presents a challenge as to how to best collect data and to make sense of it in attempts at improving the marketing performance of an organization. Qualitative data can be used, among other applications, to gain insight into issues of new product development, assessment of customer needs and wants, or to diagnose problems with a company's existing marketing mix.

IV. Course Objectives, Student Learning Outcomes, Evaluation Instruments, and Instructional Strategies for Skill Development

- Learn how to use qualitative data to solve marketing problems.
- Learn how to design a marketing research project involving qualitative data.
- Learn to collect data using several qualitative data collection techniques including:
 - Interviewing
 - Focus groups
 - Projective methods
 - Observation

- Netnography
 - Learn how to analyze qualitative data.
 - Learn how to evaluate qualitative data.
 - Learn how to analyze and report qualitative data.

V. Outline of Subject Matter

This is a listing of topics that should be covered in this course. Multiple-choice exams are not allowed. All written individual and team assignments must be submitted through plagiarism detection software programs such as Turnitin.

1. Research design involving qualitative data
2. Structured and semi-structured interviewing
3. Focus groups
4. Projective Methods
5. Ethnography, Participant and Non-Participant Observation
6. Netnography
7. Videography
8. Analysis of qualitative data
9. Evaluation of qualitative data quality
10. Reporting and presentation of qualitative data

VI. Methods of Instruction

A. Instruction Mode

- Traditional
- Hybrid
- Local Online
- Distance Education

B. Classroom Activities

Combination of lecture, in class, and out of class practical activities.

There must be at least one major project in the course. The project should require students to develop a research design, collect data, analyze data, and prepare a report with qualitative data.

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

- Individual participation in and discussions of weekly topics.
- In class and out of class exercises involving collection and analysis of qualitative data
- If applicable, case discussions that may include Harvard, Stanford, Ivey, and other advanced cases for master level courses.

- Essay examinations

C. Extent and Nature of Technology Use:

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.

VII. Information about Textbooks/Readings

There is no standard textbook for this course. Instructors need to compile a custom reading list that includes latest, most relevant material whenever applicable.

VIII. 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.

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](#)