Western Technical College

10104155 Marketing Research

Course Outcome Summary

Course Information

Description	Designed for students to generate and develop marketing information for use in effective decision making. The roles and methodology of conducting primary and secondary research are emphasized. Use of the Internet and survey software are used to conduct actual marketing research for a business.
Career Cluster	Marketing
Instructional Level	Associate Degree Courses
Total Credits	3
Total Hours	54

Pre/Corequisites

Pre/Corequisite   10104114 Marketing Principles

Textbooks

Marketing Research Essentials and Mimic Market Research (Bundle). Stomp. Publisher: Stukent, Inc. **ISBN-13:** 978-1-73601-795-1. Required.

Success Abilities

1. Live Responsibly: Foster Accountability
2. Refine Professionalism: Act Ethically
3. Refine Professionalism: Improve Critical Thinking
4. Refine Professionalism: Participate Collaboratively
5. Refine Professionalism: Practice Effective Communication

Program Outcomes

1. Develop strategies to anticipate and satisfy market needs.

2.   Evaluate information through the market research process to make business decisions.

Course Competencies

1.   Assess the role of marketing information in decision making.

Assessment Strategies
1.1.   Written Product

Criteria

You will know you are successful when

1.1.   you give examples of the key concepts of market research.
1.2.   you explain the purposes and uses of market research.
1.3.   you identify a situation when marketing research should not be conducted.
1.4.   you explore and locate a suitable topic to research.

Learning Objectives
1.a.   Define marketing research and the terminology associated with it
1.b.   Distinguish between the internal and external sources of market research resources
1.c.   Recognize the ability of any size firm to conduct market research
1.d.   Recognize when marketing research should and should not be conducted

2.   Explore the role of ethics in the research process.

Assessment Strategies
2.1.   Written Product

Criteria

You will know you are successful when

2.1.   you explain whether a situation is ethical or not.
2.2.   you justify why you chose ethical or not.

Learning Objectives
2.a.   Review contemporary ethics in the marketing research industry
2.b.   Examine various situations. Based on current social values, determine if ethical or not

3.   Conduct marketing research.

Assessment Strategies
3.1.   Research Paper/Project

Criteria

You will know you are successful when

3.1.   you chart and explain the steps.
3.2.   you identify each step in existing research case studies.
3.3.   you complete each of the steps in a research project.

Learning Objectives
3.a.   Demonstrate knowledge of the research process steps
3.b.   Explain why each step is important to the process

4.   Formulate the market research problem or opportunity.

Assessment Strategies
4.1.   Research Paper/Project

Criteria

You will know you are successful when

4.1.   you brainstorm to find out what you already know.
4.2.   you conduct an informal investigation to further define what information is sought.
4.3.   you write the research objective statement.

Learning Objectives

4.a.   Recognize the existance of a marketing problem or opportunity
4.b.   Determine how information can help solve the problem or opportunity
4.c.   Generate a statement of the specific information needed to solve it
4.d.   Develop the research objective

5.   Determine the appropriate research design.

Assessment Strategies

5.1.   Research Paper/Project

Criteria

You will know you are successful when

5.1.   you explain the circumstances that require secondary and/or primary research.
5.2.   you produce a list of appropriate sources of secondary research (traditional and online resources).
5.3.   you compare qualitative versus quantitative methods for primary data collection.
5.4.   you determine from whom primary data will be collected.
5.5.   you establish time table for research.
5.6.   you allocate tasks to team members.

Learning Objectives

5.a.   Distinguish whether the research problem will require secondary data sources, primary data sources, or both
5.b.   Determine the primary data collection method to be used

6.   Prepare the research methodology.

Assessment Strategies

6.1.   Research Paper/Project

Criteria

You will know you are successful when

6.1.   you list the pros and cons of the selected qualitative method of research.
6.2.   you design format for computer data collection.
6.3.   you justify the chosen sampling technique as representative of the target population.
6.4.   you justify the validity of the sampling method.
6.5.   you design the questionnaire in the proper form.
6.6.   you design unbiased, reliable questions.

Learning Objectives

6.a.   Distinguish between quantitative and qualitative data
6.b.   Assess the appropriate qualitative interviewing method such as direct observation, in-depth/survey interviews, or focus group interviews
6.c.   Contrast what distinguishes mail, telephone, personal in-home, and mail intercept interviews
6.d.   Discover how computer technology is being used in survey research
6.e.   Analyze the components of a sampling plan
6.f.   Deduce the appropriate questionnaire needed for the data to be collected

7.   Develop a sampling plan.

Assessment Strategies

7.1.   Research Paper/Project

Criteria

You will know you are successful when

7.1.   you define a population of interest for research project using demographics, geography, use and awareness.
7.2.   you indicate how chosen data collection method effects sampling.
7.3.   you determine population elements from which to choose the sample.
7.4.   you choose a probability or non-probability sample and explain why.

Learning Objectives

7.a.   Learns the steps in developing a sampling plan
7.b.   Understands the concepts of sampling errors
7.c.   Reviews types of sampling methods

8.   Evaluate advantages and disadvantages of data collection methods.

Assessment Strategies
8.1.   Research Paper/Project

Criteria

You will know you are successful when

8.1.   you describe different data collection methods.
8.2.   you determine which data collection method should be used in certain situations.
8.3.   you list advantages and disadvantages for using each of the following: (focus groups - online and face-to-face, surveys/questionnaires - mailed, self-administered, telephone and on-line, interviews, consumer observation, test markets)

Learning Objectives
8.a.   Assess the appropriate data collection method
8.b.   Participate in various data collection activities

9.   Identify sources and interpret internal data.

Assessment Strategies
9.1.   Research Paper/Project

Criteria

You will know you are successful when

9.1.   you list internal data collected by a business.
9.2.   you determine if internal data can solve the marketing problem.

Learning Objectives
9.a.   Identify different data types: customer data, sales data, personal data, etc.
9.b.   Differentiate between internal data and external data.
9.c.   Determine what internal data can reveal about the market
9.d.   Evaluate internal data uses

10.   Collect and compile secondary research from multiple sources.

Assessment Strategies
10.1.   Research Paper/Project

Criteria

You will know you are successful when

10.1.   you compile secondary research online using various search engines and search techniques to locate it.
10.2.   you list various sources of secondary data as it relates to the marketing problem.
10.3.   you determine if secondary data meets criteria for their research.

Learning Objectives
10.a.   Explore sources for research: the Internet, library, news sources.
10.b.   Use an appropriate search engine and search techniques to access data concerning research problem
10.c.   Conduct data collection activities
10.d.   Determine validity of data as it relates to the marketing problem

11.   Collect and compile the primary research data.

Assessment Strategies
11.1.   Research Paper/Project

Criteria

You will know you are successful when

11.1.   you prepare a statement which details the procedures used in data collection.
11.2.   you participate in data collection activities.

11.3.   you design a method for data entry, checking and editing questionnaires.
11.4.   you design appropriate data tabulation processes.

Learning Objectives
11.a.   Diagram the activities and elements of administering the data collection activities
11.b.   Conduct data collection activities
11.c.   Categorize the procedures for checking and editing questionnaires
11.d.   Create a coding system and procedures for data collection to insure sample integrity and reduce non-response rate

12.   Interpret research data to create cross tabulations, counts and frequencies.

Assessment Strategies
12.1.   Research Paper/Project

Criteria

You will know you are successful when

12.1.   you choose appropriate mathematical processes for data analysis.
12.2.   you choose the appropriate graphical illustrations of the data to be analyzed.
12.3.   you draw logical conclusions based on data findings.
12.4.   you draw justifiable generalizations based on data findings and the research objective.

Learning Objectives
12.a.   Generate charts, graphs, or other visuals to aid in clear presentation of results
12.b.   Discover the considerations involved in communicating research findings
12.c.   Recommend actions based on analysis findings
12.d.   Support research findings in both oral and written form
12.e.   Create cross tabulations, counts and frequencies.

13.   Perform data analysis using computer software.

Assessment Strategies
13.1.   Research Paper/Project

Criteria

You will know you are successful when

13.1.   you complete an overview of Surveycrafter Pro software usage.
13.2.   you enter collected data into Surveycrafter Pro software.
13.3.   you complete several types of analysis using software.
13.4.   you evaluate the analysis and tell what it means in reference to the marketing problem.

Learning Objectives
13.a.   Use SurveyCrafter Pro to analyze collected data
13.b.   Explore how SurveyCrafter Pro software enhances the data analysis process
13.c.   Discover the limitations of software in showing "what does this analysis mean"

14.   Create a research written report.

Assessment Strategies
14.1.   Research Paper/Project

Criteria

You will know you are successful when

14.1.   you write a research report including all necessary components.
14.2.   you employ correct spelling and grammar so the report is free of syntax and grammar errors.
14.3.   you write to your audience so the report is written to the level of the recipient(s).
14.4.   you include the information to solve the marketing problem.

Learning Objectives
14.a.   Review various research reports
14.b.   Explore the components of a research report
14.c.   Recognize the differences in the report recipients
14.d.   Evaluate general guidelines for the organization and writing of the research document

15. Present the research information.

Assessment Strategies

15.1. Presentation

Criteria

You will know you are successful when

15.1. you consult with team to determine the critical information to communicate about the research results.
15.2. you generate a written report documenting the research process and findings.
15.3. you present an oral report of the critical elements for the research findings.
15.4. you create and explain visual aids in the form of charts, graphs, or other appropriate means to depict the findings.

Learning Objectives

15.a. Graphically illustrate data
15.b. Support research findings in an oral format
15.c. Relate research findings to research problem or objective
15.d. Recommend actions based on research findings