

**STATE UNIVERSITY OF NEW YORK
COLLEGE OF TECHNOLOGY
CANTON, NEW YORK**



COURSE OUTLINE

BSAD 411 – Market Research

Prepared By: Dr. Charles Fenner

**SCHOOL OF
Business and Liberal Arts
Spring 2015**

BSAD 411 – Market Research

A. TITLE: Market Research

B. COURSE NUMBER: BSAD 411

C. CREDIT HOURS: 3

D. WRITING INTENSIVE COURSE: No

E. COURSE LENGTH: 15 Weeks

F. SEMESTER(S) OFFERED: Fall/Spring

G. HOURS OF LECTURE, LABORATORY, RECITATION, TUTORIAL, ACTIVITY: 3
lecture hours per week.

H. CATALOG DESCRIPTION: This course provides students with an understanding of the research methods used by marketing researchers to obtain information to guide marketing decisions. Students will develop an understanding of the theories and techniques of planning, conducting, analyzing and presenting market studies. Students will study different methodologies with emphasis on primary research including questionnaire design.

I. PRE-REQUISITES/CO-COURSES: Math 141 –Statistics and BSAD 203 – Marketing or
Permission of Instructor

J. GOALS (STUDENT LEARNING OUTCOMES):
By the end of this course, the student will be able to:

<i>Course Objective</i>	<i>Institutional SLO</i>
a. Compare and contrast what information is needed to conduct market research	2. Crit. Thinking 3. Prof. Competence
b. Design a method for collecting market information	2. Crit. Thinking 3. Prof. Competence
c. Manage the data collection for market research projects	2. Crit. Thinking 3. Prof. Competence
d. Collect market research information through appropriate instruments	3. Prof. Competence 4. Interpersonal Communication.
e. Analyze and interpret the marketing research information obtained	2. Crit. Thinking
f. Discuss results of market research and implications for the company	4. Interpersonal Communications

- K. TEXTS:** Feinberg, Kinnear and Taylor. (2014) Modern Marketing Research : Concepts, Methods, and Cases (with Qualtrics Printed Access Card), 2nd Edition ISBN-10: 1-133-18896-6
- L. REFERENCES:** APA Style Guide
- M. EQUIPMENT:** Technology Enhanced Classroom
- N. GRADING METHOD:** A-F
- O. MEASUREMENT CRITERIA/METHODS:** Quizzes, Case Studies, Exams, Project
- P. DETAILED COURSE OUTLINE:**

DETAILED COURSE OUTLINE

I. The Importance of Market Research

- A. The Four P's of Marketing
 - Product, Price, Promotion, Advertising
- B. Giving Customers What They Want
- C. Right Time – Right Product – Right Customer

II. Marketing Research – Design

- A. Knowing the Customer
 - 1. Finding the Customer
 - 2. Humanizing the Customer
- B. Knowing the Right Method
 - 1. Sets and Subsets of Sets
 - a. Inference
 - b. Validity
 - c. Reliability
 - 2. The Right Instrument
 - a. Questionnaires
 - b. Focus Groups
 - c. Interviews
 - d. Sampling
 - 3. The Right Statistics
 - a. Dependent/Independent Variables
 - b. Regression
 - c. Errors (Type I, Type II)
 - 4. The Right Method
 - a. Qualitative
 - b. Quantitative
 - c. Combination
- C. Understanding the End
 - 1. Begin with the End in Mind
 - 2. Determine Market Actions to be Taken as a Result of Market Research

III. Reporting the Results

- A. Answering the Right Question
 - How will the company use this information?
- B. Powerpoints and Presentations
- C. Professionalism