

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



MASTER SYLLABUS

BSAD 411 – MARKET RESEARCH

For available course numbers, contact the Registrar's Office at registrar@canton.edu

CIP Code: 52.1402

For assistance determining CIP Code, please refer to this webpage
<https://nces.ed.gov/ipeds/cipcode/browse.aspx?v=55>
or reach out to Sarah Todd at todds@canton.edu

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Updated by: Nicholas C Kocher (clerical update)

SCHOOL OF BUSINESS & LIBERAL ARTS
BUSINESS DEPARTMENT
FALL 2024

A. TITLE: Market Research

B. COURSE NUMBER: BSAD 411

C. CREDIT HOURS (Hours of Lecture, Laboratory, Recitation, Tutorial, Activity):

# Credit Hours per Week	3
# Lecture Hours per Week	3
# Lab Hours per Week	
Other per Week	

D. WRITING INTENSIVE COURSE:

Yes	
No	x

E. GER CATEGORY:

Does course satisfy a GER category(ies)? If so, please select all that apply.

[1-2] Communication	
[3] Diversity: Equity, Inclusion & Social Justice	
[4] Mathematics & Quantitative Reasoning	
[5] Natural Science & Scientific Reasoning	
[6] Humanities	
[7] Social Sciences	
[8] Arts	
[9] US History & Civic Engagement	
[10] World History & Global Awareness	
[11] World Languages	

F. SEMESTER(S) OFFERED:

Fall	x
Spring	
Fall and Spring	

G. COURSE DESCRIPTION:

This course integrates the program material from the BBA in Management into a summative evaluation through company simulation software. Students incorporate knowledge of human resource management, operations management, managerial economics, professional ethics, business strategy, accounting and finance, and management of technology by running a virtual company.

H. PRE-REQUISITES: Math 141 and BSAD 203 – Marketing
CO-REQUISITES: None

I. STUDENT LEARNING OUTCOMES:

Course Student Learning Outcome [SLO]	Program Student Learning Outcome [PSLO]	GER	ISLO & Subsets
a. Compare and contrast what information is needed to conduct market research	1. Critical Thinking and Analytical Competence		2 – IA
b. Design a method for collecting market information	1. Critical Thinking and Analytical Competence		2 – IA
c. Manage the data collection for market research projects	1. Critical Thinking and Analytical Competence		2 – IA
d. Collect market research information through appropriate instruments	1. Critical Thinking and Analytical Competence		5
e. Analyze and interpret the marketing research information obtained	1. Critical Thinking and Analytical Competence		2 – IA
f. Discuss results of market research and implications for the company	2. Communication		1 – W & O

KEY	<u>Institutional Student Learning Outcomes</u> <u>[ISLO 1 – 5]</u>
ISLO #	ISLO & Subsets
1	Communication Skills Oral [O], Written [W]
2	Critical Thinking <i>Critical Analysis [CA], Inquiry & Analysis [IA], Problem Solving [PS]</i>
3	Foundational Skills <i>Information Management [IM], Quantitative Lit./Reasoning [QTR]</i>
4	Social Responsibility <i>Ethical Reasoning [ER], Global Learning [GL], Intercultural Knowledge [IK], Teamwork [T]</i>
5	Industry, Professional, Discipline Specific Knowledge and Skills

J. APPLIED LEARNING COMPONENT:

Yes	x
No	

If yes, select [X] one or more of the following categories:

Classroom / Lab	x	Community Service	
Internship		Civic Engagement	
Clinical Practicum		Creative Works/Senior Project	
Practicum		Research	
Service Learning		Entrepreneurship [program, class, project]	

K. TEXTS: Burns, A. C., & Veeck, A. (2019). *Marketing research* (9th ed.). Pearson.

L. REFERENCES: None

M. EQUIPMENT: Technology Enhanced Classroom

N. GRADING METHOD: A - F

O. SUGGESTED MEASUREMENT CRITERIA/METHODS:

- Exams
- Quizzes
- Case Studies
- Project
- Participation

P. 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

Q. LABORATORY OUTLINE: None