

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



**MASTER SYLLABUS**

**BSAD 411 – Market Research**

**Created by: Charles Fenner**

**SCHOOL OF BUSINESS AND LIBERAL ARTS  
BUSINESS DEPARTMENT  
Spring 2019**

- A. **TITLE:** Market Research
- B. **COURSE NUMBER:** BSAD 411
- C. **CREDIT HOURS:** 3
- D. **WRITING INTENSIVE COURSE:** No
- E. **GER CATEGORY:** NA
- F. **SEMESTER(S) OFFERED:** Fall/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. **PREREQUISITES/CO-COURSES:**  
Pre-requisites: Math 141 –Statistics and BSAD 203 – Marketing or Permission of Instructor

I. **STUDENT LEARNING OUTCOMES:**

<b><u>Course Student Learning Outcome [SLO]</u></b>	<b><u>PSLO</u></b>	<b><u>ISLO</u></b>
a. Compare and contrast what information is needed to conduct market research	1. Critical Thinking and Analytical Competence	2. Critical Thinking (IA)
b. Design a method for collecting market information	1. Critical Thinking and Analytical Competence	2. Critical Thinking (IA)
c. Manage the data collection for market research projects	1. Critical Thinking and Analytical Competence	2. Critical Thinking (IA)
d. Collect market research information through appropriate instruments	1. Critical Thinking and Analytical Competence	5. Industry, Professional, Discipline Specific Knowledge and Skills
e. Analyze and interpret the marketing research information obtained	1. Critical Thinking and Analytical Competence	2. Critical Thinking (IA)
f. Discuss results of market research and implications for the company	2. Communication	1. Communication (W,O)

<b>KEY</b>	<b><u>Institutional Student Learning Outcomes [ISLO 1 – 5]</u></b>
<b>ISLO #</b>	<b>ISLO &amp; Subsets</b>
<b>1</b>	<b>Communication Skills</b> Oral [O], Written [W]
<b>2</b>	<b>Critical Thinking</b>

	<i>Critical Analysis [CA] , Inquiry &amp; Analysis [IA] , Problem Solving [PS]</i>
<b>3</b>	<b>Foundational Skills</b> <i>Information Management [IM], Quantitative Lit./Reasoning [QTR]</i>
<b>4</b>	<b>Social Responsibility</b> <i>Ethical Reasoning [ER], Global Learning [GL], Intercultural Knowledge [IK], Teamwork [T]</i>
<b>5</b>	<b>Industry, Professional, Discipline Specific Knowledge and Skills</b>

**J. APPLIED LEARNING COMPONENT: Yes X No \_\_\_\_\_**

**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