

FLORIDA STATE COLLEGE AT JACKSONVILLE  
COLLEGE CREDIT COURSE OUTLINE

COURSE NUMBER: MAR 2612

COURSE TITLE: Marketing Research

PREREQUISITE(S): MAR 1011

COREQUISITE(S): None

CREDIT HOURS: 3

CONTACT HOURS/WEEK: 3

CONTACT HOUR BREAKDOWN:

    Lecture/Discussion: 3

    Laboratory:

    Other \_\_\_\_\_:

FACULTY WORKLOAD POINTS: 3

STANDARDIZED CLASS SIZE  
ALLOCATION: 30

## CATALOG COURSE DESCRIPTION:

Students will develop and demonstrate an understanding of the role of market research in strategic planning, the steps in the design and development of the research study, and the collection, analysis and presentation of the results.

SUGGESTED TEXT(S): Marketing Research: Within a Changing Information Environment by Hair, Bush and Ortinau, Latest Edition

IMPLEMENTATION DATE: Fall Term, 2003 (20041)

MODIFICATION OR REVIEW DATE: Fall Term, 2008 (20091) - Outline Review 2007

COURSE TOPICS	CONTACT HOURS <u>PER TOPIC</u>
I. Introduction to Marketing Research	7
A. Role of marketing research in strategic planning	
B. Value of information	
C. Research process	
D. Marketing research ethics	
II. Defining the Problem	5
A. Clarifying needs for market research	
B. Identifying the decision problem	
C. Redefining the decision problem as a research problem	
D. Establishing the research objectives	
III. Research Design Development	18
A. Secondary data sources	
B. Online information databases	
C. Observations, focus groups, and other qualitative methods	
D. Survey data collection	
E. Determining sample plan and size	
F. Determining measurement and scaling	
G. Questionnaire design	
IV. Execution of Research	15
A. Collection	
B. Analysis	
C. Report preparation and presentation	
D. Applying research results to marketing problems	

PROGRAM TITLE: Business Administration

COURSE TITLE: Marketing Research

CIP NUMBER: 0506040102

LIST PERFORMANCE STANDARD ADDRESSED:

NUMBER(S): TITLES(S):

02.0 DEMONSTRATE BASIC COMPUTER SKILLS -- The student will be able to:

02.02 Demonstrate basic proficiency in e-mail communication, word processing, database, and/or presentation software.

02.03 Perform research using the internet and intranet.

08.0 PERFORM DECISION MAKING ACTIVITIES -- The student will be able to:

08.01 Choose appropriate actions in situations requiring the application of business ethics.

11.0 UTILIZE EFFECTIVE SELLING TECHNIQUES AND PROCEDURES-- The student will be able to:

11.02 Understand your product and market.

12.0 DEMONSTRATE KNOWLEDGE AND APPLICATION OF PRODUCT AND SERVICE TECHNOLOGY-- The student will be able to:

12.02 Understand the importance of product and service technology.

12.03 Utilize available sources to obtain product knowledge and perform market research utilizing the internet.

12.04 Demonstrate product and service technology.



NOTE: Use either the Tab key or mouse click to move from field to field. The box will expand to accommodate your entry.

<b>Section 1</b>	
<b>COURSE PREFIX AND NUMBER:</b> <u>MAR 2612</u>	<b>SEMESTER CREDIT HOURS:</b> <u>3</u>

**COURSE TITLE:** Marketing Research

**Section 2**

**TYPE OF COURSE: (Click on the box to check all that apply)**

<input type="checkbox"/> AA Elective	<input type="checkbox"/> AS Required Professional Course	<input type="checkbox"/> College Prep
<input checked="" type="checkbox"/> AS Professional Elective	<input type="checkbox"/> AAS Required Professional Course	<input type="checkbox"/> Technical Certificate
<input type="checkbox"/> Other _____	<input type="checkbox"/> PSAV	<input type="checkbox"/> Apprenticeship
<input type="checkbox"/> General Education: (For General Education courses, you must also complete Section 3 and Section 7)		

**Section 3 (If applicable)**

**INDICATE BELOW THE DISCIPLINE AREA FOR GENERAL EDUCATION COURSES:**

<input type="checkbox"/> Communications	<input type="checkbox"/> Social & Behavioral Sciences	<input type="checkbox"/> Mathematics
<input type="checkbox"/> Natural Sciences	<input type="checkbox"/> Humanities	

**Section 4**

**INTELLECTUAL COMPETENCIES:**

X Reading	Speaking	X Critical Analysis	X Quantitative Skills	<input type="checkbox"/> Scientific Method of Inquiry
X Writing	Listening	X Information Literacy	X Ethical Judgment	<input type="checkbox"/> Working Collaboratively

	LEARNING OUTCOMES	METHOD OF ASSESSMENT
•	The student will be able to develop and demonstrate market research.	Tests or projects
•	The student will be able to develop a research study.	Projects
•	The student will be able to collect, conduct analysis and present market results.	Projects
•	The student will be able to define a marketing problem and research objectives.	Projects
•	The student will be able to collect data and analyze how to collect and interpret sampling sets.	Projects
•		
•		
•		
•		

**Section 6**

Name of Person Completing This Form: Gary Corona Date: 10-2-2007