



## COURSE OUTLINE: MKT312 - RSRCH, DATA & ANALYT

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Approved: Martha Irwin, Dean, Business and Information Technology

<b>Course Code: Title</b>	MKT312: RESEARCH, DATA AND ANALYTICS
<b>Program Number: Name</b>	2057: BUSINESS - MARKETING
<b>Department:</b>	BUSINESS/ACCOUNTING PROGRAMS
<b>Academic Year:</b>	2024-2025
<b>Course Description:</b>	In this course, students will learn and practice foundational research methods. Students will gain an understanding for the intention of research to support providing the information decision makers need to address challenges and opportunities of an organization. Students will explore the role marketing professionals have in the research process toward understanding a client's needs and objectives. Students will also learn to collect and analyze data toward innovative problem-solving.
<b>Total Credits:</b>	3
<b>Hours/Week:</b>	3
<b>Total Hours:</b>	42
<b>Prerequisites:</b>	There are no pre-requisites for this course.
<b>Corequisites:</b>	There are no co-requisites for this course.
<b>Substitutes:</b>	SPT302
<b>Vocational Learning Outcomes (VLO's) addressed in this course:</b>	<b>2057 - BUSINESS - MARKETING</b>
Please refer to program web page for a complete listing of program outcomes where applicable.	VLO 4 contribute to the development of strategies for the efficient and effective placement/distribution of a product*, good, and/or service to respond to an evolving market
	VLO 5 contribute to the development of strategies related to pricing for a product, good and/or service
	VLO 6 analyze the viability of a concept, product*, good, and/or service in local, national or global markets
	VLO 7 participate in conducting market research to provide information needed to make marketing decisions
	VLO 8 communicate marketing information persuasively and accurately, in oral, written, graphic and interactive media formats
<b>Essential Employability Skills (EES) addressed in this course:</b>	EES 1 Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience.
	EES 6 Locate, select, organize, and document information using appropriate technology and information systems.
	EES 7 Analyze, evaluate, and apply relevant information from a variety of sources.
	EES 10 Manage the use of time and other resources to complete projects.



**Course Evaluation:** Passing Grade: 50%, D  
 A minimum program GPA of 2.0 or higher where program specific standards exist is required for graduation.

**Books and Required Resources:** Essentials of Marketing Research ISE 6th Edition (with Connect Access) by Joseph F. Hair, David J. Ortinau, Dana E. Harrison  
 Publisher: McGraw Hill Edition: 6th Edition  
 ISBN: 9781265935047

**Course Outcomes and Learning Objectives:**

Course Outcome 1	Learning Objectives for Course Outcome 1
Gain a thorough understanding of the role and value of market research information.	1.1 Be proficient in employing marketing research strategies to inform effective managerial decision-making in various business contexts. 1.2 Navigate the marketing research process and develop research proposals to address business challenges and opportunities.
Course Outcome 2	Learning Objectives for Course Outcome 2
Design a marketing research project and demonstrate proficiency in conducting both primary and secondary research.	2.1 Analyze and utilize secondary data, conduct literature reviews, and formulate hypotheses to inform research endeavors in the field of marketing. 2.2 Implement exploratory and observational research designs, employing various data collection approaches to gather valuable insights in the realm of marketing research. 2.3 Apply descriptive and causal research designs, enabling them to methodically investigate and analyze marketing data for informed decision-making.
Course Outcome 3	Learning Objectives for Course Outcome 3
Demonstrate the ability to systematically gather and collect accurate data through effective research methodologies.	3.1 Explore the theory and methods of sampling, and be able to design and implement effective sampling techniques in diverse research scenarios. 3.2 Design an effective questionnaire.
Course Outcome 4	Learning Objectives for Course Outcome 4
Demonstrate an understanding of the entire data lifecycle, encompassing data preparation, analysis techniques, and the effective communication of research results in a meaningful manner.	4.1 Conduct qualitative data analysis and interpret and derive insights from qualitative research data effectively. 4.2 Prepare data for quantitative analysis. 4.3 Attain foundational skills in basic data analysis tailored for quantitative research, enabling interpretation and the ability to draw meaningful conclusions from numerical data sets. 4.4 Effectively communicate marketing research findings.

**Evaluation Process and Grading System:**

Evaluation Type	Evaluation Weight
Application based activities	20%
Professional Performance	10%

	Quizzes	10%
	Simulation	20%
	Test #1	20%
	Test #2	20%

**Date:** May 17, 2024

**Addendum:** Please refer to the course outline addendum on the Learning Management System for further information.