



COURSE OUTLINE: MKT312 - RSRCH, DATA & ANALYT

Prepared: School of Business

Approved: Bob Chapman - Dean

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| Course Code: Title | MKT312: RESEARCH, DATA AND ANALYTICS |
| Program Number: Name | 2035: BUSINESS 2057: BUSINESS - MARKETING |
| Department: | BUSINESS/ACCOUNTING PROGRAMS |
| Academic Year: | 2025-2026 |
| Course Description: | 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. |
| Total Credits: | 3 |
| Hours/Week: | 3 |
| Total Hours: | 42 |
| Prerequisites: | There are no pre-requisites for this course. |
| Corequisites: | There are no co-requisites for this course. |
| Substitutes: | SPT302 |
| Vocational Learning Outcomes (VLO's) addressed in this course: | <p>2035 - BUSINESS</p> <p>VLO 2 Apply principles of corporate sustainability, corporate social responsibility and ethics to support an organization's business initiatives.</p> <p>VLO 3 Use current concepts/systems and technologies to support an organization's business initiatives.</p> <p>VLO 4 Apply basic research skills to support business decision making.</p> <p>VLO 5 Support the planning, implementation and monitoring of projects.</p> <p>2057 - BUSINESS - MARKETING</p> <p>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</p> <p>VLO 5 contribute to the development of strategies related to pricing for a product, good and/or service</p> <p>VLO 6 analyze the viability of a concept, product*, good, and/or service in local, national or global markets</p> <p>VLO 7 participate in conducting market research to provide information needed to make marketing decisions</p> |
| Please refer to program web page for a complete listing of program outcomes where applicable. | |



| | VLO 8 communicate marketing information persuasively and accurately, in oral, written, graphic and interactive media formats | | | | | | | | | | | | |
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| Essential Employability Skills (EES) addressed in this course: | <p>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.</p> <p>EES 4 Apply a systematic approach to solve problems.</p> <p>EES 5 Use a variety of thinking skills to anticipate and solve problems.</p> <p>EES 6 Locate, select, organize, and document information using appropriate technology and information systems.</p> <p>EES 7 Analyze, evaluate, and apply relevant information from a variety of sources.</p> <p>EES 9 Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals.</p> <p>EES 10 Manage the use of time and other resources to complete projects.</p> | | | | | | | | | | | | |
| Course Evaluation: | <p>Passing Grade: 50%, D</p> <p>A minimum program GPA of 2.0 or higher where program specific standards exist is required for graduation.</p> | | | | | | | | | | | | |
| Books and Required Resources: | <p>Absolute Essentials of Marketing Research by Bonita M. Kolb Publisher: Routledge (Note: book available on VitalSource) Edition: 1st Edition ISBN: E-Text 9781000523348 Print ISBN: 9780367760342</p> | | | | | | | | | | | | |
| Course Outcomes and Learning Objectives: | <table border="1"> <thead> <tr> <th>Course Outcome 1</th> <th>Learning Objectives for Course Outcome 1</th> </tr> </thead> <tbody> <tr> <td>Describe the role and value of market research information.</td> <td> 1.1 Be proficient in employing marketing research strategies to inform effective managerial decision-making in various business contexts. 1.2 Describe the marketing research process. 1.3 Discuss the development of research proposals to address business challenges and opportunities. </td> </tr> <tr> <th>Course Outcome 2</th> <th>Learning Objectives for Course Outcome 2</th> </tr> <tr> <td>Design a marketing research project and demonstrate proficiency in conducting both primary and secondary research.</td> <td> 2.1 Analyze and utilize secondary data, conduct literature reviews, and formulate hypotheses or research questions to inform research endeavors in the field of marketing. 2.2 Differentiate between exploratory and observational research designs. 2.3 Determine appropriate research design(s) based on research question(s). 2.4 Differentiate between quantitative and qualitative research. 2.5 Apply qualitative methods for data collection and analysis that are common to marketing research. 2.6 Apply quantitative methods for data collection and analysis that are common to marketing research. </td> </tr> <tr> <th>Course Outcome 3</th> <th>Learning Objectives for Course Outcome 3</th> </tr> <tr> <td>Demonstrate the ability to systematically gather and</td> <td>3.1 Explore the theory and methods of sampling, and be able to</td> </tr> </tbody> </table> | Course Outcome 1 | Learning Objectives for Course Outcome 1 | Describe 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 Describe the marketing research process. 1.3 Discuss the development of 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 or research questions to inform research endeavors in the field of marketing. 2.2 Differentiate between exploratory and observational research designs. 2.3 Determine appropriate research design(s) based on research question(s). 2.4 Differentiate between quantitative and qualitative research. 2.5 Apply qualitative methods for data collection and analysis that are common to marketing research. 2.6 Apply quantitative methods for data collection and analysis that are common to marketing research. | Course Outcome 3 | Learning Objectives for Course Outcome 3 | Demonstrate the ability to systematically gather and | 3.1 Explore the theory and methods of sampling, and be able to |
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| | collect accurate data through effective research methodologies. | 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 |
|--------------------------|-------------------|
| Literature Review | 20% |
| Professional Performance | 10% |
| Quizzes | 10% |
| Research Pitch | 20% |
| Research Proposal | 20% |
| Survey Development | 20% |

Date: August 11, 2025

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