

Note:

Course content may be changed, term to term, without notice. The information below is provided as a guide for course selection and is not binding in any form, and should not be used to purchase course materials.

COURSE SYLLABUS

BUSI 331

MARKETING RESEARCH

COURSE DESCRIPTION

Theory and practice of marketing research will be covered with emphasis on development and evaluation of research projects. Students develop a research proposal and carry out a field project.

RATIONALE

This course is designed to introduce students to the concepts and practices that make up the marketing research field. This course will also familiarize students with how marketing information research skills, tools, and understanding can be applied in solving marketing problems and creating business opportunities in our ever more rapidly changing marketing information environment.

I. PREREQUISITES

BUSI 330 and MATH 201

II. REQUIRED RESOURCE PURCHASES

Click on the following link to view the required resources for the term in which you are registered: <http://bookstore.mbsdirect.net/liberty.htm>

III. ADDITIONAL MATERIALS FOR LEARNING

- A. Computer with Internet access (broadband recommended)
- B. Microsoft Word
(Microsoft Office is available at a special discount to Liberty University students.)

IV. MEASURABLE LEARNING OUTCOMES

Upon successful completion of this course, the student will be able to:

- A. **The Role and Value of Marketing Research Information/Technology**
 - 1. Marketing Research and Managerial Decision Making
 - 2. Overview of the Marketing Research Process
 - 3. Information-Driven Technology and the Research Process
 - 4. Market Intelligence and Database Research
- B. **Designing Marketing Research Projects**
 - 5. Secondary Research: Designs, Searches and Sources
 - 6. Exploratory Research Using Qualitative and Observation Methods
 - 7. Analyzing and Reporting Qualitative Research
 - 8. Descriptive Research Designs Using Surveys
- C. **Designing and Conducting Surveys**
 - 9. Sampling: Theory, Designs and Plans
 - 10. Overview of Measurement: Construct Development and Scaling
 - 11. Advanced Measurement Designs for Survey Research
 - 12. Questionnaire Design: Concepts and Issues
- D. **Data Preparation, Analysis and Reporting Results**
 - 13. Preparing Survey Data for Analysis
 - 14. Data Analysis: Testing for Significant Differences
 - 15. Data Analysis: Testing for Associations
 - 16. Overview of Multivariate Analysis Methods
 - 17. Preparing and Presenting Marketing Research Reports

V. COURSE REQUIREMENTS AND ASSIGNMENTS

- A. Textbook readings and presentations
- B. Discussion Board forums (4)

Each student will take part in four Discussion Board forums. For each forum the instructor will post a Discussion Board (DB) question to which the student will post a thread with their response to the deliverables, no later than 11:59 p.m. (ET) on Friday evening in Modules/Weeks 1, 3, 5, and 7. Each student is also required to post a substantive written reply to at least two other students' Discussion Board threads no later than Monday by 11:59 p.m. (ET) in the assigned week.

- C. SPSS Learning Project (4)

Each student will complete four SPSS Learning Projects (SPSS LP) dealing with a variety of marketing research topics. These projects are due by 11:59 p.m. Monday (ET) of Modules/Weeks 2, 4, 6, and 8.

D. Exams (4)

Each student will complete an exam in Modules 2, 4, 6, and 8. The exams are open-book and open-notes. The first three exams consist of 40 true/false / multiple-choice questions and the last exam has 50 questions; students will have an extra 30 minutes to finish this exam.

VI. COURSE GRADING AND POLICIES

A. Points

Discussion Board forums (4 at 60 pts ea)	240
Discussion Board forums (4 at 10 pts ea)	40
SPSS Learning Project 1 (Module 2)	80
SPSS Learning Project 2 (Module 4)	80
SPSS Learning Project 3 (Module 6)	80
SPSS Learning Project 4 (Module 8)	80
Exam 1 (Module 2)	100
Exam 2 (Module 4)	100
Exam 3 (Module 6)	100
Exam 4 (Module 8)	100

Total 1000

B. Scale

A = 900–1000 B = 800–899 C = 700–799 D = 600–699 F = 0–599

C. Disability Assistance

Students with a documented disability may contact Liberty University Online's Office of Disability Academic Support (ODAS) at LUOODAS@liberty.edu to make arrangements for academic accommodations

COURSE SCHEDULE

BUSI 331

Textbook: Hair et al., *Marketing Research: In A Digital Information Environment (with student version of SPSS)* (2009).

WEEK/ MODULE	READING & STUDY	ASSIGNMENTS	POINTS
1	Hair et al.: chs. 1–4 4 Presentations	Class Introductions DB Forum 1	0 70
2	None	Exam 1 SPSS Learning Project 1	100 80
3	Hair et al.: chs. 5–8 4 Presentations	DB Forum 2	70
4	None	Exam 2 SPSS Learning Project 2	100 80
5	Hair et al.: chs. 10–13 4 Presentations	DB Forum 3	70
6	None	Exam 3 SPSS Learning Project 3	100 80
7	Hair et al.: chs. 14–18 5 Presentations	DB Forum 4	70
8	None	Exam 4 SPSS Learning Project 4	100 80
TOTAL			1000

DB = Discussion Board

NOTE: Each course week (except week 1) begins on Tuesday morning at 12:00 a.m. (ET) and ends on Monday night at 11:59 p.m. (ET). The final week ends at 11:59 p.m. (ET) on Friday.