

LSC Use Only
Number: _____
Submission Date: _____
Action-Date: _____



UWUCC USE Only
Number: 01-27e
Submission Date: _____
Action-Date: UWUCC App - 2/12/02
Senate App 2/26/02

CURRICULUM PROPOSAL COVER SHEET
University-Wide Undergraduate Curriculum Committee

I. CONTACT

Contact Person Dr. Krish S. Krishnan Phone 357-2522

Department Marketing

II. PROPOSAL TYPE (Check All Appropriate Lines)

COURSE

Suggested 20 character title

New Course*

Course Number and Full Title

Course Revision MKTG 421 MARKETING RESEARCH

Course Number and Full Title

Liberal Studies Approval +
for new or existing course

Course Number and Full Title

Course Deletion

Course Number and Full Title

Number and/or Title Change

Old Number and/or Full Old Title

New Number and/or Full New Title

Course or Catalog Description Change

Course Number and Full Title

PROGRAM: Major Minor Track

New Program*

Program Name

Program Revision*

Program Name

Program Deletion*

Program Name

Title Change

Old Program Name

New Program Name

R. K. Gang
Department Curriculum Committee

[Signature]
Department Chair

[Signature]
College Curriculum Committee

[Signature]
College Dean

+ Director of Liberal Studies (where

[Signature]
*Provost (where applicable)



Rev.

Department of Marketing

Course Revision: MKTG 421 Marketing Research

Description of Curriculum Change

1. No change in syllabus of record and course title
2. Pre-requisite change from QBUS 215 to MATH 214.
3. **Justification:** Based on an analysis of the current curriculum of MATH 214 and QBUS 215 and the requirements of statistical analysis in MKTG 421, it has been determined that MATH 214 is adequate as a pre-requisite for MKTG 421.
4. No change in syllabus of record. An updated syllabus of record is attached.

Syllabus of Record

MKTG 421: Marketing Research

I. Course Description:

MKTG	421	Marketing Research	3 lecture hours/ 0 lab hours/ 3 semester hours
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Prerequisite: MKTG 320 and MATH 214 (Or Equivalent)

Nature, methods, analysis, and applications of present-day marketing research techniques utilized in the solution of practical marketing problems.

II. Course Objectives:

Students will be able to

1. Understand the nature and type of information needed for marketing decision-making.
2. Learn the steps involved in the Marketing Research Process
3. Understand the theory and practice of Research Design
4. Have experience in data collection procedures and techniques in marketing
5. Use statistical tools for data analysis and interpretation
6. Prepare client oriented marketing research reports

III. Course Outline

(Each of the following sessions will be of 1.5 hour duration)

- 1) Introduction to the role of Marketing Research in Marketing Decision Making
- 2) Student Research Project Overview
- 3) Problem Definition and the Research Process
- 4) Secondary Data and Databases
- 5) Qualitative Research Techniques
- 6) Marketing Research and Total Quality Management
- 7) Survey Research
- 8) Primary Data Collection
- 9) Test#1 (Includes Sections 1 through 8)
- 10) The concept of Measurement in Marketing Research

- 11) Questionnaire Design
- 12) Measurement Scales and Psychological Measurement
- 13) Sample Design and Sample Size Determination
- 14) Data Collection and Field Procedures
- 15) Non-Sampling Errors and Solutions
- 16) Test#2 (Includes sections 10 through 15)
- 17) Data Processing and Fundamental Data Analysis
- 18) Using SPSS for Data Analysis
- 19) Data Analysis: Testing for Differences
- 20) Data Analysis: Basic hypothesis testing
- 21) Data Analysis: Correlation and Regression
- 22) Data Analysis: Multivariate Techniques
- 23) Communicating the Research Results
- 24) Managing Marketing Research and Research Ethics
- 25) Student Research Project Presentations
- 26) Student Research Project Presentations (Continued)
- 27) Final Exam Review
- 28) Final Exam (Covers sections 17-24) (1.5 hours)(During final exam week)

IV. Evaluation Methods:

The course will have four evaluation components:

- | | |
|--------------------|-----|
| 1. Test#1 | 25% |
| 2. Test#2 | 25% |
| 3. Final Exam | 25% |
| 4. Student Project | 25% |

Student Project:

Students (in groups of three) will carry out a marketing research project involving a survey design, data collection, analysis and report preparation from a list of projects to be provided by the instructor. Evaluation of the project will be based on the quality of the final report and class presentation.

Grades will be assigned as follows: A: 90%+, B: 80%-89%, C: 70%-79%, D: 60-70%; F: Below 70%.

V. Required Texts and Supplemental Books and Readings:

McDaniel and Gates: **Marketing Research 5/E**, South Western, 2002

VI. Special Resource Requirements

SPSS Statistical Analysis Software (Available in Eberly College Computer Labs)

VII. Bibliography

1. Jarboe, Glen, **The Marketing Research Project Manual, 4/E**, South Western, 1999.
2. McDaniel, Carl and Roger Gates, **Marketing Research: The Impact of the Internet with Student CD-ROM and InfoTrac, 5/E**, South Western, 2001.
3. Shao, Alan, **Marketing Research: An Aid to Decision Making, 2/E**, South Western, 2002.
4. Jakacki, Bernard, **Marketing Research and Alternate Media**, South Western, 1999.
5. Cadotte, Ernest, **Experiencing Marketing Strategy at the Marketplace**, South Western, 1999.
6. Churchill, Gilbert, **Marketing Research: Methodological Foundations, 7/E**, Prentice Hall, 1999.

CATALOG DESCRIPTION

MKTG 421 Marketing Research

3c-0l-3sh

Prerequisite: MKTG 320 and MATH 214

Nature, methods, analysis, and application of present-day marketing research techniques utilized in the solution of practical marketing problems.

Course Analysis Questionnaire

Section A: Details of the Course

- A1. This course is a major area requirement for undergraduate Marketing majors. This course is not intended for inclusion in the Liberal Studies program.
- A2. This course does not require changes in the content of other existing courses or programs in the department.
- A3. This course has been part of the marketing major and is being revised to make it current.
- A4. Yes, this course is intended to be dual level.
- A5. This course is not to be taken for variable credit.
- A6. This course is required as part of the major area requirements for a marketing major in other major universities such as Penn State, University of Pittsburgh, University of Maryland etc.
- A7. Not required by any professional society.

Section B. Interdisciplinary Implications

- B1. The course will be taught by one instructor.
- B2. This course does not overlap with any other courses at the University.
- B3. Yes, students from the School of Continuing Education, if they so desire, will be allowed to take this course.

Section C. Implementation

- C1. No new faculty is needed to teach this course.
- C2. Current resources including space and equipment in the Eberly College of Business and Information Technology building are adequate. The current library holdings also are adequate. No new resources are needed.
- C3. No grant funds are associated with this course.
- C4. The course will be offered every semester.

- C5. Two sections of this course will be offered every semester.
- C6. A maximum enrollment of 30 students will be accommodated in a section of this course. This is the current practice for the course.
- C7. No professional society has recommended enrollment limits for this course.

Section D: Miscellaneous

This is a course revision to make the course current as well as change the course pre-requisites.

Course Description

MKTG 421 Marketing Research 3c-01-3sh

Prerequisites: MKTG 320 and MATH 214 (or equivalent)

Nature, methods, analysis, and applications of present-day marketing research techniques utilized in the solution of practical marketing problems.