MKTG 6051 Marketing Research
Executive Summary

Course: MKTG 6051 Marketing Research
Credits: 4 credits
Prerequisites: MBA Student

Description

This is a course for people who want to be good marketing managers: managers who can make informed decisions of how to obtain the data they need to answer their questions, who can ask intelligent and pertinent questions of marketing research professionals, who are able to assess the quality of marketing research conducted, and who are able to understand and interpret the research data and results they encounter.

We will cover a broad range of marketing research topics including experience using or applying important marketing research tools such as interviews, focus groups, surveys, and conjoint analysis. You should aim for a high-level integrated understanding of the topics we cover combined with a deeper detailed knowledge and understanding of specific topics and tools through your experience and studies. For expertise in more advanced analytical methods you will need to take advanced or specialized statistical or analytical courses.

Objectives

This course aims to produce future marketing managers who are able to:
- Make informed decisions on how to obtain the data they need
- Ask intelligent timely questions of marketing research professionals
- Assess the quality of marketing research conducted
- Understand and interpret research data and results they encounter

Learning Outcomes

In this class you will learn, through discussion, reading and hands-on experience, how marketers gather and interpret data to answer a broad range of marketing questions. By the end of the semester you should have a working knowledge of how to:

1) **Obtain marketing research data** - both from secondary sources, such as databases, and via primary data collection such as focus groups, interviews, surveys and experiments.

2) **Learn from data** - using straightforward analyses to interpret data you collect.

3) **Discuss and critically assess** others' data collection methods and their interpretations of their data