

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

This course will provide students with an overview of qualitative and quantitative marketing research methods. Students will identify and apply appropriate research methods to support evidence-based decision-making.

RATIONALE

The foundation to making wise marketing decisions in an ever-changing, increasingly fragmented market is through effective consumer marketing research. Companies use it to remain competitive and to avoid the high costs associated with making poor marketing decisions. Some marketing students go on to careers in marketing research. In addition to measuring consumer preferences and behavior in order to predict successful future product and service offerings, research methodologies can be used to measure the effectiveness of marketing programs within the company.

I. PREREQUISITE

For information regarding prerequisites for this course, please refer to the [Academic Course Catalog](#).

II. REQUIRED RESOURCE PURCHASE

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

III. ADDITIONAL MATERIALS FOR LEARNING

- A. Computer with basic audio/video output equipment
- B. Internet access (broadband recommended)
- C. Blackboard [recommended browsers](#)
- D. Microsoft Office

IV. MEASURABLE LEARNING OUTCOMES

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

1. Distinguish which research methodologies best suit the approach needed to solve the established research question(s).

2. Design qualitative questions and techniques to solve for situations provided in a case study or individual project.
3. Design quantitative questions and statistical tests to solve for situations provided in a case study or individual project.
4. Design web analytical model to determine current online consumer behavior for a company provided in a case study or individual project.
5. Integrate Christian Worldview within the field of marketing research.

V. COURSE REQUIREMENTS AND ASSIGNMENTS

- A. Textbook readings and incorporated presentations
- B. Course Requirements Checklist
After reading the Syllabus and [Student Expectations](#), the student will complete the related checklist found in Module/Week 1.
- C. Discussion Board Forums (2)

The student will complete 2 Discussion Board Forums throughout the course. The purpose of Discussion Board Forums is to generate interaction among students in regard to relevant current course topics. The student is required to post 1 thread of at least 300-500 words in length. The student must post 2 replies of at least 250-350 words in length each. For each thread, the student must support his/her assertions with at least 2 peer reviewed sources, at least one Biblical integration, and 4 citations in current APA format. Each reply should cite at least 2 peer reviewed sources and one Biblical integration.

- D. Marketing Research Report

The student will complete the Marketing Research Report in 4 parts:

Part 1: Research Problem

The student will identify a company or issue of focus and the research problem to be studied in 200-300 words. The student will also submit a brief literature review of 300-500 words, incorporating at least 4 scholarly resources. This assignment must be in current APA format, including a title page, appropriate section headings, and a reference page.

Part 2: Survey Design

After reviewing Survey Research and Questionnaire Design in the course text, the student will discuss how he/she will use quantitative research for this study in 200-300 words. The student will also briefly describe 200-300 words the methodology he/she will use for their research. The student will submit a Questionnaire Design following the assignment instructions. The student will deploy his/her survey and begin collecting survey data.

Part 3: Data Submission

The student will organize coded data from his/her survey results in an Excel document according to the assignment instructions. The student will submit 3 tables created in Excel from his/her data. Under each table, the student must write 150-250 words. At least 1 table must be turned into a graph (either a bar or pie chart) to graphically show the data from the table.

Part 4: Project Submission

The student will bring together all prior parts and submit a complete Marketing Research Study. The student will incorporate a 350-550 words Results Section into his/her current APA-formatted document from Part 2. The student will also include a 300-500 word Conclusions and Recommendations Section. The student will place the raw survey data as Appendix II and any additional graphs/charts that were created, but that the student did not address in his/her results section, under Appendix III.

E. Web Analytics Research Paper

Each student will research and define web analytics and modern analytic tools, identify an online retail company to research, and will evaluate web analytics for selected website using web analytic resources to guide company decision-making. The 1,000-1,500 word paper will be written in APA format.

F. Exams (2)

Each student will complete 2 exams in the course. The exams are open-book/open-notes and consist of 59 true/false and multiple-choice questions and one essay question. The student will have 90 minutes to complete each exam. Exam 1 covers Chapters 1–6 of the Malhotra text and Exam 2 covers Chapters 7-13 of the Malhotra text.

VI. COURSE GRADING AND POLICIES

A. Points

Course Requirements Checklist	10
Discussion Board Forums (2 at 100 pts ea)	200
Marketing Research Report	
Part 1: Research Problem	100
Part 2: Survey Design	100
Part 3: Data Submission	100
Part 4: Project Submission	100
Web Analytics Research Paper	100
Exam 1 (Modules 1–3)	150
Exam 2 (Modules 4–8)	150
Total	1010

B. Scale

A = 900–1010 B = 800–899 C = 700–799 D = 600–699 F = 0–599

C. Quizzes/Tests/Exams

For timed quizzes/tests/exams, the student is required to complete the quiz/test/exam within the assigned time. For the student who exceeds this time limit, a penalty of 1 point will be deducted for each minute, or part thereof, he/she exceeds the assigned time limit.

D. 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. Further information can be found at www.liberty.edu/disabilitysupport.

COURSE SCHEDULE

BUSI 331

Textbook: Malhotra, N.K. Essentials of Marketing Research: A Hands-On Orientation (2015).

MODULE/ WEEK	READING & STUDY	ASSIGNMENTS	POINTS
1	Malhotra: chs. 1, 2 1 presentation	Course Requirements Checklist Class Introductions Marketing Research Report Part 1	10 0 100
2	Malhotra: chs. 3, 4 1 presentation 1 website	DB Forum 1	100
3	Malhotra: chs. 5, 6 1 presentation	Exam 1	150
4	Malhotra: chs. 7, 8 1 presentation	Marketing Research Report Part 2	100
5	Malhotra: ch. 9 2 presentations	DB Forum 2	100
6	Malhotra: chs. 10, 11 1 presentation	Marketing Research Report Part 3	100
7	Malhotra: ch. 12 2 presentations	Web Analytics Writing Assignment	100
8	Malhotra: ch. 13 1 presentation	Marketing Research Report Part 4 Exam 2	100 150
TOTAL			1010

DB = Discussion Board

NOTE: Each course week (except Module/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.