

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 453

APPLIED MARKETING ANALYSIS

COURSE DESCRIPTION

Building on knowledge acquired in marketing research, students will assess environmental market conditions. The course will explore principles used in construction, application, and analysis of market research necessary to exercise good judgment and develop action plans for key decision makers. Students will explore, analyze, and offer recommendations regarding market and consumer research through applied projects.

RATIONALE

The student who has chosen the field of study pertaining to research analysis needs the practical experience of working on a real-world marketing business research need or problem. This invaluable experience will prepare the marketing analytical student to understand the dynamics of dealing with marketing business decisions to provide the necessary information for critical decision-making that advances the client's organization in the marketplace.

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:

- A. Assess the environmental conditions associated with the client's marketing research needs.
- B. Construct a market research plan to address the focus of the research project.
- C. Interpret research findings to make viable action plans for key decision makers.

- D. Integrate a Christian worldview within the field of applied marketing analysis.

V. COURSE REQUIREMENTS AND ASSIGNMENTS

- A. Textbook readings and lecture presentations
- B. Course Requirements Checklist

After reading the Course Syllabus and [Student Expectations](#), the student will complete the related checklist found in Module/Week 1.

- C. Discussion Board Forums (4)

Discussion boards are collaborative learning experiences. Therefore, the student is required to create a thread in response to the provided prompt for each forum. Each thread must be at least 500 words and demonstrate course-related knowledge. In addition to the thread, the student is required to reply to 2 other classmates' threads. Each reply must be at least 250 words. Each thread and reply must include 1 biblical integration and at least 2 peer-reviewed sources cited in current APA format in addition to the text.

- D. Quantitative Marketing Research Report

Using the six-step marketing research process, the student will write a quantitative marketing research paper in current APA format. This assignment will be completed in several stages with 3 draft submissions and a final submission. Each part of the assignment will have specific word count and citation requirements. The final report submitted by the student must be between 2,850–3,600 words and include at least 10 references in addition to the course textbook and the Bible. The report must be submitted through SafeAssign.

- E. Quizzes (5)

Each quiz will cover the Reading & Study material for the assigned module/week. Each quiz will be open-book/open-notes, contain 24 multiple-choice and true/false questions, and have a 1-hour time limit.

VI. COURSE GRADING AND POLICIES

- A. Points

Course Requirements Checklist	10
Discussion Board Forums (4 at 90 pts ea)	360
Quantitative Marketing Research Report	
Draft 1	100
Draft 2	100
Draft 3	100
Final	100
Quizzes (5 at 48 pts ea)	240
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 453

MODULE/ WEEK	READING & STUDY	ASSIGNMENTS	POINTS
1	Malhotra: chs. 1–2 1 presentation	Course Requirements Checklist	10
		Class Introductions	0
		DB Forum 1	90
		Quiz 1	48
2	Malhotra: chs. 3–4, 6 1 presentation	QMR Report: Draft 1	100
3	Malhotra: chs. 5, 7 1 presentation	DB Forum 2	90
		Quiz 2	48
4	Malhotra: chs. 8–9 1 presentation 1 document	QMR Report: Draft 2	100
5	Malhotra: ch. 10 1 presentation	DB Forum 3	90
		Quiz 3	48
6	Malhotra: chs. 11–12 1 presentation	QMR Report: Draft 3	100
7	Malhotra: chs. 1–12 review 1 presentation	DB Forum 4	90
		Quiz 4	48
8	Malhotra: ch. 13 1 presentation	QMR Report: Final	100
		Quiz 5	48
TOTAL			1010

DB = Discussion Board

QMR = Quantitative Marketing Research

NOTE: Each course module/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 module/week ends at 11:59 p.m. (ET) on **Friday**.