

CALIFORNIA STATE UNIVERSITY CHANNEL ISLANDS

NEW COURSE PROPOSAL

DATE: NOVEMBER 22, 2005
 PROGRAM BUSINESS AND ECONOMICS
 AREA

1. Catalog Description of the Course. *[Follow accepted catalog format.]*

Prefix MKT Course# 409 Title MARKETING RESEARCH Units (3)

3 hours lecture per week

Prerequisites MKT 310

Corequisites

Description - Fundamentals of marketing research including design, implementation, analysis, interpretation, and reporting. Develop skills in defining research problems, designing surveys, experiments and observational studies, managing data collection, performing data analysis, and communicating results. Emphasis is on the use of marketing research as a component of marketing strategy (making extensive use of statistical techniques).

Gen Ed Categories
 Lab Fee Required

Graded
 CR/NC
 A - Z

Repeatable for up to _____ units
 Total Completions Allowed _____

2. Mode of Instruction.

	Units	Hours per Unit	Benchmark Enrollment	Graded Component	CS # (filled in by Dean)
Lecture	3	1	24	<input checked="" type="checkbox"/>	_____
Seminar	_____	_____	_____	<input type="checkbox"/>	_____
Laboratory	_____	_____	_____	<input type="checkbox"/>	_____
Activity	_____	_____	_____	<input type="checkbox"/>	_____

3. Justification and Learning Objectives for the Course. (Indicate whether required or elective, and whether it meets University Writing, and/or Language requirements) *[Use as much space as necessary]*

Justification: Required course for Marketing Emphasis.

Upon completion of this course students will be able to:

1. Write a comprehensive marketing research report
2. Collect, analyze, and interpret secondary data
3. Design a primary research study
4. Design and administer a survey instrument
5. Collect, compile, analyze, and interpret primary data using various statistical tests
6. Make presentations of marketing research results

7. Make strategic recommendation based on marketing research results

4. Is this a General Education Course YES NO
If Yes, indicate GE category and attach GE Criteria Form:

A (English Language, Communication, Critical Thinking)

- A-1 Oral Communication
A-2 English Writing
A-3 Critical Thinking

B (Mathematics, Sciences & Technology)

- B-1 Physical Sciences
B-2 Life Sciences – Biology
B-3 Mathematics – Mathematics and Applications
B-4 Computers and Information Technology

C (Fine Arts, Literature, Languages & Cultures)

- C-1 Art
C-2 Literature Courses
C-3a Language
C-3b Multicultural

D (Social Perspectives)

- E (Human Psychological and Physiological Perspectives)
UD Interdisciplinary

5. Course Content in Outline Form. *[Be as brief as possible, but use as much space as necessary]*

- I. Overview of Marketing Research Process
- II. Secondary Data and Primary Data
- III. Qualitative Research
 - A. Focus Groups
 - B. Depth Interviews
 - C. Observational Research and Projective Techniques
- IV. Quantitative Research
 - A. Measurement and Scaling
 - B. Questionnaire Design
 - C. Sampling
 - D. Correlation
 - E. Chi-Squared Test
 - F. Regression Analysis
 - G. Statistical Testing of Differences (t-Tests and ANOVA)
 - H. Multivariate Analysis (Factor Analysis, Cluster Analysis, Conjoint Analysis)
- V. Communicating Research Results
 - A. Writing the Research Report
 - B. Making Research Presentations

Does this course overlap a course offered in your academic program? YES NO
 If YES, what course(s) and provide a justification of the overlap?

Does this course overlap a course offered in another academic area? YES NO
 If YES, what course(s) and provide a justification of the overlap?

Signature of Academic Chair of the other academic area is required on the consultation sheet below.

6. Cross-listed Courses (Please fill out separate form for each PREFIX)

List Cross-listed Courses

Signature of Academic Chair(s) of the other academic area(s) is required on the consultation sheet below

Department responsible for staffing: Business & Economics

7. References. *[Provide 3 - 5 references on which this course is based and/or support it.]*

Marketing Research, 6th ed., McDaniel and Gates, Wiley Publishers, 2005
 Exploring Marketing Research, 8th ed., Zikmund, Thomson South-Western, 2005
 Marketing Research Within a Changing Environment, Hair, Bush, and Ortinau, McGraw Hill, 2006

8. List Faculty Qualified to Teach This Course.

Dr. Damon Aiken
Other Marketing Faculty

9. Frequency.

a. Projected semesters to be offered: Fall Spring Summer

10. New Resources Required. YES NO

If YES, list the resources needed and obtain signatures from the appropriate programs/units on the consultation sheet below.

a. Computer (data processing), audio visual, broadcasting needs, other equipment)
Student versions of SPSS software will come wrapped with their textbooks. Students will be able to use computer labs during open hours or work at home.

b. Library needs
none

c. Facility/space needs
none

11. Will this new course alter any degree, credential, certificate, or minor in your program? YES NO

If, YES attach a program modification form for all programs affected.

Damon Aiken
Proposer of Course

11/02/05
Date

Approvals

Program Chair

Date

Curriculum Committee Chair

Date

Dean

Date