MARKETING INFORMATION
MKT 2260

Class Hours: 3.0  Credit Hours: 3.0
Laboratory Hours: 0.0  Date Revised: Spring 03

Note: This course is not designed for transfer credit.

Catalog Course Description:
This course focuses on the collection, evaluation, and analysis of data and information about the external environment, products and industries, and consumer/buyer behavior. It is an analysis of how buying behavior and decision making affect the development, pricing, distribution, and promotion of products. The course will explore the entire range of product types: goods, services, ideas, and people. Other topics are the unique challenges of marketing services and customer experience management. The course will culminate in a project in which students develop a situation analysis and a target market and segmentation plan for a specific product.

Entry Level Standards:
Students must be able to read and write at the college level.

Prerequisite(s):
MKT 2200, OST 1211

Corequisite(s):
MKT 2350

Textbook(s) and Other Reference Materials Basic to the Course:

I. Week/Unit/Topic Basis:

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Forrest Ch 1, Marketing Research: Established Traditions and Emerging Trends</td>
</tr>
<tr>
<td>2</td>
<td>Forrest Ch 2, Internet Search and Research Forrest Ch 11, Websites, Sources, and Data—Reliability and Validity</td>
</tr>
<tr>
<td>3</td>
<td>Forrest Ch 3, Personal Intelligence</td>
</tr>
<tr>
<td>4</td>
<td>Forrest Ch 4, Environmental Intelligence</td>
</tr>
</tbody>
</table>
II. Course Objectives*:

A. Describe how marketing information and marketing research are used to solve marketing problems and make marketing and business decisions. I, II, III

B. Explain information acquisition, evaluation, and synthesis. I, III

C. Discuss the application of research design and methods to marketing problem solution. I, III

D. Explain the use of various types of technology and software to research, analyze, and present solutions to marketing problems. I, III, IV

E. Identify the ethical issues related to marketing information and research. I, II

*Roman numerals after course objectives reference goals of the E-Commerce/Marketing program.

III. Instructional Processes*:

Students will:

1. Conduct information acquisition, evaluation, and synthesis. Problem Solving and Decision Making Outcome, Technological Literacy Outcome, Numerical Literacy Outcome, Information Literacy Outcome, Active Learning Strategy

2. Use software individually to collect and synthesize information and provide solutions to marketing problems. Problem Solving and Decision Making Outcome, Technological Literacy Outcome, Numerical Literacy Outcome, Information Literacy Outcome, Active Learning Strategy

3. Write and present a formal research report which includes visual aids. Communication Outcome, Technological Literacy Outcome, Active Learning Strategy
4. Practice elements of the work ethic, including punctuality, reliability, cooperation, respect, and professionalism. Personal Development Outcome, Cultural Diversity and Social Adaptation Outcome, Transitional Strategy

*Strategies and outcomes listed after instructional processes reference Pellissippi State's goals for strengthening general education knowledge and skills, connecting coursework to experiences beyond the classroom, and encouraging students to take active and responsible roles in the educational process.

**IV. Expectations for Student Performance**: 

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

1. Understand the function of marketing information and research in organizations. A, B, C
2. Improve secondary information search skills. B, D
3. Use secondary marketing research sources and techniques to gather, evaluate, and synthesize information. B, C, D
4. Assess the objectivity, credibility, accuracy, and currency of secondary research information. A, B, D
5. Describe the research process and research methods. A, B, C
6. Understand the basics of questionnaire construction and sampling. A, C
7. Write a questionnaire. A, C
8. Recognize and discuss the ethical issues related to marketing research. E
9. Design and implement a research project. A, B, C, D
10. Use computer software, including word processing, spreadsheet, and/or statistical software, for marketing problems and presentations. B, C, D
11. Use graphics software and PowerPoint to illustrate research findings. D

*Letters after performance expectations reference the course objectives listed above.

**V. Evaluation**: 

A. Testing Procedures: 

At least two exams are recommended.

B. Laboratory Expectations: 

None

C. Field Work: 

None

D. Other Evaluation Methods: 

Projects
E. Grading Scale:

92 - 100   A
89 - 91    B+
82 - 88    B
79 - 81    C+
72 - 78    C
65 - 71    D
Below 65   F

VI. Policies:

Attendance Policy:

Pellissippi State Technical Community College expects students to attend all scheduled instructional activities. As a minimum, students in all courses must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course (Pellissippi State Catalog).