MARKETING INFORMATION  
MKT 2260  

Class Hours: 3.0  
Credit Hours: 3.0  
Laboratory Hours: 0.0  
Revised: Spring 07  

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.

Entry Level Standards:  
Basic competencies in reading, writing and mathematics at the college level are presumed.

Prerequisite(s):  
MKT 2200, OST 1211

Textbook(s) and Other Course Materials:  

I. Week/Unit/Topic Basis:  

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
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<tbody>
<tr>
<td>1</td>
<td>Marketing Research</td>
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<tr>
<td>2</td>
<td>Search Skills</td>
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<tr>
<td>3</td>
<td>Internet Search</td>
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<tr>
<td>4</td>
<td>Source Evaluation</td>
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<tr>
<td>5</td>
<td>Documentation</td>
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<tr>
<td>6</td>
<td>Primary Research</td>
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<td>7</td>
<td>Focus Groups</td>
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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. (Technological Literacy Outcome, Mathematics Outcome, Active Learning Strategy)

2. Use software individually to collect and synthesize information and provide solutions to marketing problems. (Technological Literacy Outcome, Mathematics 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. (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:

<table>
<thead>
<tr>
<th>Score Range</th>
<th>Grade</th>
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<tbody>
<tr>
<td>92 - 100</td>
<td>A</td>
</tr>
<tr>
<td>89 - 91</td>
<td>B+</td>
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<tr>
<td>82 - 88</td>
<td>B</td>
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<tr>
<td>79 - 81</td>
<td>C+</td>
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<tr>
<td>72 - 78</td>
<td>C</td>
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<tr>
<td>65 - 71</td>
<td>D</td>
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<tr>
<td>Below 65</td>
<td>F</td>
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VI. Policies:

A. 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).

B. Academic dishonesty:

Plagiarism, cheating, and other forms of academic dishonesty are prohibited. Students guilty of academic misconduct, either directly or indirectly through participation or assistance, are immediately responsible to the instructor of the class. In addition to other possible disciplinary sanctions which may be imposed through the regular Pellissippi State procedures as a result of academic misconduct, the instructor has the authority to assign an F or a zero for the exercise or examination or to assign an F in the course.

C. Accommodations for disabilities:

If you need accommodations because of a disability, if you have emergency medical information to share, or if you need special arrangements in case the building must be evacuated, please inform the instructor immediately. Please see the instructor privately after class or in his/her office. Students must present a current accommodation plan from a staff member in Services for Students with Disabilities (SSWD) in order to receive accommodations in this course. Services for Students with Disabilities may be contacted by going to Goins 127 or 131 or by phone: 694-6751(Voice/TTY) or 539-7153.

D. Computer Usage Guidelines:

College-owned or -operated computing resources are provided for use by students of Pellissippi State. All students are responsible for the usage of Pellissippi State’s computing resources in an effective, efficient, ethical and lawful manner.