PELLISSIPPI STATE COMMUNITY COLLEGE
MASTER SYLLABUS

MARKETING INFORMATION & FORECASTING
MKT 2270

Class Hours: 4.0 Credit Hours: 4.0
Laboratory Hours: 0.0 Revised: Fall 2013

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.

Prerequisites:

INFS 1010 and MKT 2200

Textbook(s) and Other Course Materials:


I. Week/Unit/Topic Basis:

<table>
<thead>
<tr>
<th>Week</th>
<th>Chapter</th>
<th>Topic</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>Introduction to Marketing Research</td>
</tr>
<tr>
<td>2</td>
<td>2</td>
<td>Defining the Marketing Research Problem and Developing an approach</td>
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<tr>
<td>3</td>
<td>3</td>
<td>Research Design</td>
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<tr>
<td>4</td>
<td>4</td>
<td>Exploratory Research Design: Secondary Data and Business Decisions Overview</td>
</tr>
<tr>
<td>5</td>
<td>5</td>
<td>Exploratory Research Design: Syndicated Sources of Secondary Data</td>
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<tr>
<td>6-7</td>
<td>6</td>
<td>Descriptive Research Design: Qualitative Research + Focus Group</td>
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<tr>
<td>8</td>
<td></td>
<td>Conduct a Focus Group Exam 1 Chapters 1-6</td>
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<tr>
<td>9</td>
<td>7</td>
<td>Descriptive Research Design: Survey and Observation</td>
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<tr>
<td>10</td>
<td>8</td>
<td>Causal Research: Experimentation</td>
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II. Course Goals*:

The course will

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

B. Explain the research process, research plan, and research methods. (III, VI)

C. Teach students how to do a focus group. (I, III, IV, VI)

D. Explain information acquisition, evaluation, and synthesis. (I, III, VI)

E. Discuss the ethical issues related to marketing information and research. (I, II, VI)

*Roman numerals after course objectives reference goals of the Marketing program.

III. Expected Student Learning Outcomes*:

Students will be able to:

1. Describe the function of marketing information and research in organizations. A

2. Describe the research process and research methods. A, B

3. Design and implement a research project. A, B, C

4. Use teamwork to design and implement a research project. C

5. Design and conduct a focus group. B, C

6. Construct a questionnaire and design a sampling plan. A, B

7. Use secondary marketing research sources and techniques to gather, evaluate, and synthesize information. D

8. Assess the objectivity, credibility, accuracy, and currency of secondary research information. D

9. Use the BusinessDecision database to identify and describe a target market. B

10. Recognize and discuss the ethical issues related to marketing research. E

11. Present research results using software (Word, PowerPoint). A, B

* Capital letters after Expected Student Learning Outcomes reference the course goals listed above.
IV. Evaluation:

A. Testing Procedures:

Syllabus Supplement will be provided by instructor.

B. Laboratory Expectations:

None

C. Field Work:

None

D. Other Evaluation Methods:

Projects (67%)

E. Grading Scale:

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

A. Attendance Policy:

Pellissippi State expects students to attend all scheduled instructional activities. As a minimum, students in all courses (excluding distance learning courses) must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course. Individual departments/programs/disciplines, with the approval of the vice president of Academic Affairs, may have requirements that are more stringent. In very specific circumstances, an appeal of the policy may be addressed to the head of the department in which the course was taken. If further action is warranted, the appeal may be addressed to the vice president of Academic Affairs.

B. Academic Dishonesty:

Academic misconduct committed either directly or indirectly by an individual or group is subject to disciplinary action. Prohibited activities include but are not limited to the following practices:

- Cheating, including but not limited to unauthorized assistance from material, people, or devices when taking a test, quiz, or examination; writing papers or reports; solving problems; or completing academic assignments.
- Plagiarism, including but not limited to paraphrasing, summarizing, or directly quoting published or unpublished work of another person, including online or computerized services, without proper documentation of the original source.
- Purchasing or otherwise obtaining prewritten essays, research papers, or materials prepared by another person or agency that sells term papers or other academic materials to be presented as one’s own work.
- Taking an exam for another student.
• Providing others with information and/or answers regarding exams, quizzes, homework or other classroom assignments unless explicitly authorized by the instructor.
• Any of the above occurring within the Web or distance learning environment.

Please see the Pellissippi State Policies and Procedures Manual, Policy 04:02:00 Academic/Classroom Conduct and Disciplinary Sanctions for the complete policy.

C. Accommodations for disabilities:

Students that need accommodations because of a disability, have emergency medical information to share, or need special arrangements in case the building must be evacuated should inform the instructor immediately, privately after class or in her or his 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 sending email to disabilityservices@pstcc.edu, or visiting Goins 127, 132, 134, 135, 131. More information is available at http://www.pstcc.edu/sswd/.

D. Other Policies:

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. (Pellissippi State Online Catalog)