PELLISSIPPI STATE TECHNICAL COMMUNITY COLLEGE
MASTER SYLLABUS
MARKETING INFORMATION
MKT 2260

Class Hours: 3.0
Credit Hours: 3.0
Laboratory Hours: 0.0
Date Revised: Spring 2000

Note: This course is not designed for transfer credit.

Catalog Course Description:
A study of the types and sources of business and marketing information used to make marketing decisions. Various information gathering and analysis methods such as secondary and primary marketing research; statistics, graphics, database, and spreadsheet software; and ERC, the Internet, and on-line information services will be covered.

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

Prerequisites:
MKT 2200; MTH 1010 or 1100; OST 1211

Textbook(s) and Other Reference Materials Basic to the Course:
Two 3 ½ inch computer disks.

I. Week/Unit/Topic Basis:

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
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<tbody>
<tr>
<td>1</td>
<td>The Nature of Marketing Research; The Industry: Structure, Evaluation, and Ethics; The Marketing Research Process</td>
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<tr>
<td>2</td>
<td>Defining the Problem and Determining Research Objectives</td>
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<td>3</td>
<td>Secondary Data Sources; Research Design</td>
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<td>4</td>
<td>Projects</td>
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<td>5</td>
<td>Observation, Focus Groups, and Other Qualitative Methods</td>
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<td>6</td>
<td>Survey Data Collection Methods; Determining the Sample Plan</td>
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II. Course Objectives*:

A. Understand the role of marketing information and marketing research in solving marketing problems and making marketing and business decisions. I, II, III, VII

B. Understand marketing research and decision making processes. I, VII

C. Understand the ethical issues related to marketing information and research. I, II, IX

D. Apply research design and methods to marketing problems. I, III, IV

E. Use various types of technology and software to research and analyze marketing problems. I, III, IV

F. Formally present a research-based project in written and verbal form. IV, V, VII

*Roman numerals after course objectives reference goals of the Business and Computer Technologies department.

III. Instructional Processes*:

Students will:

1. Conduct a team research project. Problem Solving and Decision Making Outcome, Cultural Diversity and Social Adaptation 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, Technological Literacy Outcome, Active Learning Strategy

3. Write and present a formal research report that includes visual aids. Communication Outcome, Technological Literacy Outcome, Active Learning Strategy

4. Use a work ethic that would be expected in the workplace, such as punctuality, reliability,
cooperation, and professionalism. *Personal Development 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
2. Understand and apply the marketing research process. B
3. Describe qualitative and quantitative research methods. B
4. Recognize and discuss the ethical issues related to marketing research. A, B, C
5. Design and implement a research project for making marketing decisions. B, D
6. Use secondary marketing research sources and techniques to gather and synthesize information. D, E
7. Assess the accuracy and usefulness of research information. A, B, D
8. Design a questionnaire. D, E
9. Understand sampling theory and practices. D
10. Collect primary marketing research data. D
12. Write and present a formal marketing research report. D, E, F
13. Use graphics software and PowerPoint to illustrate research findings. E, F
14. Use computer software, including word processing, statistical, graphics, and presentation software, for marketing problems and presentations. E, F

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

**V. Evaluation**:

A. Testing Procedures:

   A minimum of two exams is recommended.

B. Laboratory Expectations:

   N/A

C. Field Work:

   Data collection

D. Other Evaluation Methods:
Cases and/or projects and computer exercises

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.