Proposal for a New Graduate Course

Department: Marketing and Supply Chain Management
Graduate Program: Master of Business Administration

Course Number & Title: MBAD 522, Marketing Research and Analysis for Decision Making
Total hours/week: 42 hours/7 hours per week for 6 weeks
Number of Credits: Lectures: 3 Lab: 0

Will this course be cross-listed with an undergraduate or other graduate course? ☐ YES ☒ NO

If yes, please complete an attach to this proposal a Permission to Cross-List a Graduate Course form.

Course will first be offered Fall 2010

Catalog description (Please limit to 50 words):
This class presents a comprehensive framework of marketing research from the perspective of decision making in addition to current trends in international marketing research, ethics, and the integration of the Internet and computers.

Prerequisites (or other restrictions)
MBAD 525 Marketing Management

Rationale/justification for course (consider the following issues):

a. What are the goals and objectives of the course?
   - Applied understanding of the role of marketing research in decision making.
   - Applied understanding of the marketing research process.
   - Applied understanding of technological impact on marketing research.
   - Introducing a global perspective on marketing research practice.
   - Understanding the ethical implications of marketing research in practice.
   - Hands-on application of methods and computer via projects and cases.
b. How does the course support the mission statement of the department and the organizing principles of the graduate program?

This class directly deals with multiple goals of the program including innovative and analytical problem solving capabilities, leadership and communication skills, ethics (in research) and global awareness. This is through readings, projects, and presentations.

Are other departments affected by this course? ☐ YES ☑ NO
(Please attach letters of support from the chairs of each department indicating the Department has discussed and supports the proposal.)

Is this course part of a joint program? ☐ YES ☑ NO
If yes, at what institution?

Method of teaching:

Lecture, case study, project, oral presentation and written analysis.
Expected changes

a. Address potential enrollment pattern shifts in the Department or University-wide as it relates to the offering of this course.

This course is an elective for a new program with new students anticipated. No shift of current students.

b. Address potential shifts in staffing of the departments as it relates to the offering of this course.

An additional adjunct section will be necessary for a full-time faculty, one-course release to staff this course.

Requirements for additional resources made necessary by this course. (Note: course requiring additional resources will need special justification.)

a. Staff
   None

b. Budget
   None

c. Library
   None

Attach course syllabus, reading list, or any additional documentation that can help the committee evaluate this proposal. **A syllabus is mandatory.**

Signature of Program Director: [Signature]
Date: 12/1/09

Signature of Department Chair: Julie Blase
Date: 12/1/09

Additional Chair’s Signature*: [Signature]
Date: 12/1/09

Signature of Schools’ Dean: [Signature]
Date: 12/1/09

Additional Schools’ Dean Signature*: [Signature]
Date: 12/7/2009

Signature of the Provost: [Signature]
Date: [ ]

Signature of Budget Director**: [Signature]
Date: [ ]

*For interdisciplinary courses.

**Business Affairs Office

Return form to the Graduate School Office for Further Processing

Signature of Chair of the Faculty Committee on Graduate and Continuing Education

Date: 12/9/09

Signature of Chair of Grad Council: [Signature]
Date: 12/8/09

Signature of the Faculty Secretary: [Signature]
Date: [ ]

If more space is needed for any section, please attach additional sheets to this form.

November 2007
Marketing Research and Analysis for Decision Making

MBAD 522

Course Syllabus

Instructor: Office/Phone/Email:
Office Hours: Class Time:

Course Description

This course presents students with a comprehensive framework of marketing research methods from the perspective of analysis for managerial decision making. Students will be introduced to:

1. A framework for conducting marketing research, problem definition and process.
2. Research design, guidelines and procedures.
3. Fieldwork in the marketing research process, data preparation and analysis.
4. The role of analytical techniques and computer models in marketing decision making.

Case studies and projects will be used throughout for an applied and managerial orientation.

Learning Goals

The overall goal of this course is for you to understand the concept of marketing research, its application, tools and methods from a format of managerial decision making, domestically and internationally. You will learn how to approach marketing decision making from an analytical perspective pertaining to research design, attain problem solving skills, understand international implications in research, and understand the ethical implications and issues involved in the research process and ultimate decision making. Analytical techniques, computer models, and various software tools using real marketing problems will be used. You will be able to do the following when you finish this course:

a) design and implement a marketing research project
b) use data to analyze marketing decisions
c) use the internet and computers in marketing decision making

If more space is needed for any section, please attach additional sheets to this form.

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Textbook


Cases including Harvard Business School cases, along with real data bases will be utilized as provided by Pearson/Prentice Hall.

Prerequisite

Marketing Management,

Grade Determination

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Midterm Exam</td>
<td>30%</td>
</tr>
<tr>
<td>Final Exam</td>
<td>30%</td>
</tr>
<tr>
<td>Case Study Analysis</td>
<td>20%</td>
</tr>
<tr>
<td>Project</td>
<td>20%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>

Letter grade distribution

- 90 – 100     A
- 88 -89.9    B+
- 80-87.9      B
- 78-79.9     C+
- 70-77.9      C
- Less than 70 F

(W = Withdrawal, X = Failure due to academic dishonesty, I = Incomplete)

Students with documented disabilities who may need academic accommodations should discuss these with me as soon as possible.

Graduate Student Honor Code and Handbook can be accessed at: [www.cofc.edu/generaldocuments/handbook.pdf](http://www.cofc.edu/generaldocuments/handbook.pdf)

If more space is needed for any section, please attach additional sheets to this form.

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Tentative Class Schedule

Topics

Class 1

Introduction to Marketing Research, Problem Definition and Approach, Nike case

Readings

Chpts. 1&2

Class 2

Research design, secondary data,

HBR case: Cola Wars Continue

Chpts. 3

Class 3

Qualitative research and observation, technological innovation in observation

Chpts 4,5

Class 4

Survey research, measurement and scaling

Starbucks Case: Staying Local While Going Global

Chpts. 6,8,9

Class 5

Focus on internet survey tools

Class 6

Questionnaire design and sampling

Subaru Case: “Mr. Survey”

Wendy’s History and Life After Dave Thomas

Chpts. 10,11,12

If more space is needed for any section, please attach additional sheets to this form.

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Class 7
Mid term exam
Focus on project

Class 8
Fieldwork and data preparation
Chpts. 13, 14

Class 9
Data Analysis
Kimberly Clark: Competing Through Innovation
Chpts. 15, 16

Class 10
Software tools in marketing analysis
Chpts. 17, 18

Class 11
Report Preparation and Presentation
Chpts. 22

Class 12
Final Exam
Project Critique

If more space is needed for any section, please attach additional sheets to this form.

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