



THE UNIVERSITY OF ARIZONA

Eller College  
of Management

# MARKETING RESEARCH FOR MANAGERS (MKTG 572)

## Brief course description:

Specification of management information needs, evaluation of research proposals and findings, methods of gathering and analyzing data, administrative aspects of research and decisions.

## Expected learning outcomes:

Upon successful course completion, you will be able to:

Explain and conduct the entire marketing research process from problem identification to results presentation

Analyze data (e.g., survey scale reliability, t-tests, correlations)

Conduct self-observations, 1-on-1 interviews, focus groups, customer observations, and netnographies

Design and run marketing experiments to test for cause and effect

Create customer surveys with confidence

Collect your own data from real consumers



Martin Reimann, PhD

## Course objectives & learning goals:

The course objectives and learning goals of this integrative master's-level course is to develop and apply managerial skills in the art and science of marketing research by learning eight crucial exploratory and conclusive marketing research methods and applying them to real-world marketing problems.

- Exploratory research methods
- Conclusive research methods
- Written examination I
- Course participation
- Oral examination
- Written examination II

