



# MARKETING RESEARCH FOR MANAGERS (MKTG572)

Spring 2023

## 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

Conduct netnographies, focus groups, and customer observations

Analyze data in SPSS (e.g., t-tests, regressions, correlations)

Design and run marketing experiments to test for cause and effect

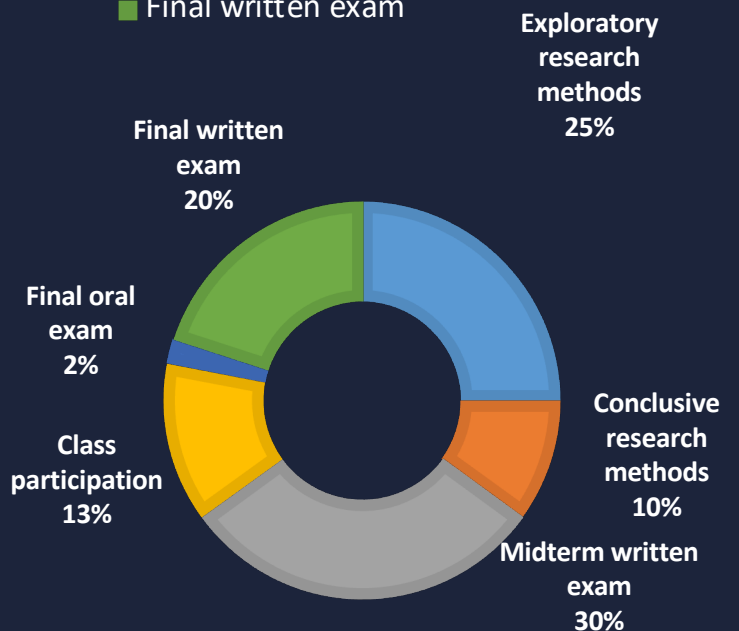
Create customer surveys with confidence

Collect your own data from real consumers

## Course objectives:

The objective of this integrative master-level course is to develop and apply managerial skills in marketing research. As the complexity of the problems facing management has increased dramatically in recent years, so has their need for well-sourced knowledge—about the market environment, about the competition, and particularly about existing and potential customers. It is now highly certain that every manager will come in close contact with marketing research frequently throughout their career in business.

- Exploratory research methods
- Conclusive research methods
- Midterm written exam
- Class participation
- Final oral exam
- Final written exam



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