

BOROUGH OF MANHATTAN COMMUNITY COLLEGE
City University of New York

Department of Business Management

Title of Course: Marketing Research & Analytics MAR 330	Class Hours: 2 Lab Hours: 2
Semester:	Instructor Information:
Credits: 3	

Course Description and Objectives:

The broad objective of this course is to provide a fundamental understanding of marketing research methods employed by well-managed firms. The course focuses on integrating problem formulation, research design, questionnaire construction, sampling, data collection and data analytics to yield the most valuable information. The course also examines the proper use of data analytic tools, with an emphasis on the interpretation and use of results.

Basic Skills: ENG 88, ESL 94, ACR 94, MAT 12/14/41/51

Pre Requisites: ENG 101, BUS 104, MAR 100, MAT 150

Student Learning Outcomes:

Upon completion of MAR 330, students will:		Measurements (means of assessment for student learning outcomes listed in first column)
SLO1	Have knowledge of and be able to define the fundamental terminology and concepts of market and marketing research.	Group project, Assignments, Exams
SLO2	Be able to apply basic scientific/research method to a market research question.	Group project, Assignments, Exams
SLO3	Be able to analyze and interpret marketing research data using statistical software.	Group project, Assignments, Exams
SLO4	Become exposed to insights and emerging practices in Big Data Analytics.	Group project, Assignments, Exams
SLO5	Have gained insights into and be able to describe how market research supports organizational mission, business goals, brand, and ethics in organizations.	Group project, Assignments, Exams

Below are the college's general education goals that will be covered and assessed in this course:

	General Education Goals	Measurements
✓	Communication Skills- Students will <u>write</u> , read, listen and speak critically and effectively.	Group project, Assignments, Exams
✓	Quantitative Reasoning- Students will use quantitative skills and the concepts and methods of mathematics to solve problems.	Group project, Assignments, Exams
✓	Information & Technology Literacy- Students will collect, evaluate and interpret information and effectively use information technologies.	Group project, Assignments, Exams

Required Textbook: Barry Babin & William Zikmund. *Essentials of Marketing Research*. Boston, MA: Cengage Learning.

Other Resources: Use of Computer Lab

Use of Technology: Data Analysis software such as SPSS, JMP, STATA or Excel.

Requirements and Expectations from Students/Grades:

The course assignments will consist of:

- 1) A group project and written report
- 2) A midterm exam
- 3) A final exam

Suggested Grading Guidelines:

Group Project	40%
Midterm	20%
Final Exams	20%
Homework	10%
Attendance & Participation	10%

Final grades will be determined as follows.

A: 93% and above	C : 73% – 76%
A- :90% – 92%	C- : 70% – 72%
B+:87% – 89%	D+: 67% - 69%
B : 83% – 86%	D : 63% – 66%
B- : 80% – 82%	D- : 60% – 61%
C+: 77% – 79%	F : Below 60%

Schedule of Topics

Week	Topics
Week 1	Research designs
Week 2	Secondary data and Qualitative Research
Week 3	Surveys Experimental Research
Week 4	Measurement and scaling
Week 5	Questionnaire design

Week 6	Sampling I
Week 7	Sampling II
Week 8	Data preparation Big Data Basics –Exploratory analysis and tabulation
Week 9	Hypothesis testing – Testing for differences between groups
Week 10	Hypothesis testing - Testing for differences between groups
Week 11	Analytics I Correlation
Week 12	Analytics II Regression
Week 13	Analytics III Multiple Regression
Week 14	Analytics V Intro Big Data Analytics
Week 15	Final Exam

BMCC Resources and Policies

BMCC is committed to the health and well-being of all students. It is common for everyone to seek assistance at some point in their life, and there are free and confidential services on campus that can help.

Single Stop www.bmcc.cuny.edu/singlestop, room S230, 212-220-8195. If you are having problems with food or housing insecurity, finances, health insurance or anything else that might get in the way of your studies at BMCC, come by the Single Stop Office for advice and assistance. Assistance is also available through the Office of Student Affairs, S350, 212-220- 8130.

Counseling Center (www.bmcc.cuny.edu/counseling, room S343, 212-220-8140.)

Counselors assist students in addressing psychological and adjustment issues (i.e., depression, anxiety, and relationships) and can help with stress, time management and more. Counselors are available for walk-in visits.

Office of Compliance and Diversity: www.bmcc.cuny.edu/aac, room S701, 212-220-1236. BMCC is committed to promoting a diverse and inclusive learning environment free of unlawful discrimination/harassment, including sexual harassment, where all students are treated fairly. For information about BMCC's policies and resources, or to request additional assistance in this area, please visit or call the office, or email olevy@bmcc.cuny.edu, or twade@bmcc.cuny.edu. If you need immediate assistance, please contact BMCC Public safety at 212-220-8080.

Office of Accessibility - www.bmcc.cuny.edu/accessibility, room N360 (accessible entrance: 77 Harrison Street), 212-220-8180. This office collaborates with students who have documented disabilities, to coordinate support services, reasonable accommodations, and programs that enable equal access to education and college life. To request an accommodation due to a documented disability, please visit or call the office.

BMCC Policy on Plagiarism and Academic Integrity Statement

Plagiarism is the presentation of someone else's ideas, words or artistic, scientific, or technical work as one's own creation. Using the idea or work of another is permissible only when the original author is identified. Paraphrasing and summarizing, as well as direct quotations, require citations to the original source. Plagiarism may be intentional or unintentional. Lack of dishonest intent does not necessarily absolve a student of responsibility for plagiarism. Students who are unsure how and when to provide documentation are advised to consult with their instructors. The library has guides designed to help students to appropriately identify a cited work. The full policy can be found on BMCC's Web site, www.bmcc.cuny.edu. For further information on integrity and behavior, please consult the college bulletin (also available online).