

**LAKE AREA TECHNICAL INSTITUTE
MARKETING/MANAGEMENT/SALES
SYLLABUS**

Course: BUS 122 – Marketing Research

Credits: 3

Course Description: This course has been designed to help guide you through the conduct of a marketing research project. It will require you to use the research process to solve a marketing problem beginning with problem definition and ending with a formal report. Throughout your project, you will work with an actual business in Watertown or the surrounding area.

Required Text: *Marketing Research Essentials*, 3rd edition, McDaniel and Gates, Southwestern Publishing

Course Objectives: By the end of the course, students should have:

- A thorough understanding of how to conduct a marketing research project.
- Developed a good management skills in order to complete the project on schedule.
- A realistic appreciation of the value of working as a partner with a business client.

Course Policies: Attendance and participation are required. If a student misses in excess of five class hours, he/she will be dropped from the class. Students are responsible to read any assigned chapters before class and will have two weeks to make up any missed exams.

Students will mail out approximately 100 surveys and conduct 50 telephone/personal surveys. There is a time schedule that needs to be adhered to. Students must be willing to adjust their schedules to accommodate their business client's schedule. Your ultimate goal is to produce a research report of high quality and, as far as your business client is concerned, the final report is a reflection of you.

No incompletes will be given in this class; you will be expected to have all work done and handed in by the last day of class.

Grading Scale: A = 94%-100% B = 87%-93% C = 80%-86% F = below 80%

Quizzes..... 40 points each

Report..... 250 points