

# Course Project Requirements

<b>Course Title:</b> <b>Advanced Marketing Research</b>	<b>Course Number:</b> <b>MKT 09388</b>
<b>Course Frequency:</b> <input checked="" type="checkbox"/> <b>FALL</b> <input checked="" type="checkbox"/> <b>SPRING</b> <input type="checkbox"/> <b>WINTER</b> <input type="checkbox"/> <b>SUMMER</b>	<b>Credits</b> <b>3</b>
<b>Course Description:</b> <p>Advanced Marketing Research Methods is a continuation of Research Methods in Marketing. The primary focus of this course is to deepen and extend previously learned relevant marketing research methodologies and analytical tools. Students will develop proficiency conducting primary and secondary research; students will collect primary and secondary data, use statistical software to analyze data, and develop skills needed to present findings professionally. Particular emphasis is given to hands-on experience primarily through the company driven group project, but also through various exercises, assignments, and presentations. Writing is an essential component of the course as students will learn to present results of their data analysis in professional and understandable written form. This course is empirical in nature, with considerable emphasis on interpreting statistical information.</p>	
<b>Course Learning Objectives:</b> <ul style="list-style-type: none"><li>• Understand and apply the marketing research process to create and interpret secondary and primary data.</li><li>• Evaluate data sets and perform basic data set transformations.</li><li>• Apply and interpret higher level statistical tools to solve managerial problems.</li><li>• Gain hands-on experience in company driven group project.</li><li>• Enhance written and oral communication skills of research terminology, business English, and presentation results.</li></ul>	
<b>Target Project Elements:</b> <ul style="list-style-type: none"><li>• Secondary Research and Analysis</li><li>• Primary Research Data Collection via Qualtrics Survey</li><li>• Primary Data Analysis in SPSS</li><li>• Marketing Research Report</li><li>• Marketing Research Presentation</li><li>• Marketing Research Analysis Material</li></ul>	
<b>Client Expectations:</b> <p>We consider as the client (business owner)/consultant (the student) relationship. As such, and as a requirement of the course and Project-Based Learning program, we require our clients to:</p> <ul style="list-style-type: none"><li>• Clients are expected to meet with the professor 1-2 weeks before the semester starts to discuss the details of the semester project.</li><li>• Clients are expected to attend a class within the first two weeks of the semester to present your organization and the problem you are expecting the students to solve.</li><li>• Provide students with necessary information to complete the project.</li><li>• Periodically, make yourself available for communication and potential meetings to discuss the projects progress.</li><li>• Help collect primary data i.e. distribute online survey to collect survey responses. Alternatively, provide other access to survey respondents.</li><li>• Attend presentations of the results of the students findings at the end of the semester. Provide brief feedback to the professor about the research findings.</li></ul>	
<b>Contact Information:</b>	<b>Office of Experiential Learning</b> Rohrer College of Business at Rowan University E3L@rowan.edu 856-256-4126 go.rowan.edu/pbl

