



BAKER COLLEGE
STUDENT LEARNING OUTCOMES

MKT4010 Marketing Research
3 Semester Credit Hours

Student Learning Outcomes and Enabling Objectives

1. Contrast various research methodologies.
 - a. Identify and compare various research methodologies and determine when each should be used.
 - b. Synthesize the fundamentals of research design by applying the concepts used in marketing research.

2. Design marketing research
 - a. Formulate appropriate research questions and hypotheses.
 - b. Identify the population of interest.
 - c. Select an appropriate research method for a study.
 - d. Compare various methods of sampling and select appropriate sampling methods.

3. Conduct data collection and analysis to support strategic marketing decisions for organizations.
 - a. Understand the differences between primary and secondary data collection and explore the advantages and disadvantages of each.
 - b. Determine how data can be gathered and leveraged to support a global economy.
 - c. Analyze data to inform business decisions.

4. Communicate research results unambiguously and with consideration of ethical practices.
 - a. Understand and utilize principles of technical writing and present research results in multiple channels.
 - b. Engage ethical communication to minimize misinterpretations of content.

Big Ideas and Essential Questions

Big Ideas

- Research methodology and selection criteria
- Research design
- Data collection and analysis
- Articulation of marketing research results

Essential Questions

1. What considerations must be weighed when a researcher selects a methodology?
2. What influence does research have on strategic marketing decisions?
3. Which elements should be considered when presenting research and data in a professional setting?

These SLOs are not approved for experiential credit.

Effective: Spring 2022