Applied Market Research I
Course Design
2006-2007

Course Information

<table>
<thead>
<tr>
<th>Organization</th>
<th>Eastern Arizona College</th>
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<tbody>
<tr>
<td>Division</td>
<td>Business</td>
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<tr>
<td>Course Number</td>
<td>SBM 115</td>
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<tr>
<td>Title</td>
<td>Applied Market Research I</td>
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<tr>
<td>Credits</td>
<td>2</td>
</tr>
<tr>
<td>Developed by</td>
<td>Mike Crockett/Rob Chernish</td>
</tr>
<tr>
<td>Lecture/Lab Ratio</td>
<td>1 Lecture, 2 Lab</td>
</tr>
<tr>
<td>Transfer Status</td>
<td>NAU—Elective (articulation needed)</td>
</tr>
<tr>
<td>Activity Course</td>
<td>No</td>
</tr>
<tr>
<td>CIP Code</td>
<td>52.0703</td>
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<tr>
<td>Assessment Mode</td>
<td>Pre-Test / Post-Test</td>
</tr>
<tr>
<td>Semester Taught</td>
<td>Spring</td>
</tr>
<tr>
<td>GE category</td>
<td>None</td>
</tr>
<tr>
<td>Separate Lab</td>
<td>No</td>
</tr>
<tr>
<td>Awareness Course</td>
<td>No</td>
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<tr>
<td>Intensive Writing Course</td>
<td>No</td>
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Prerequisites

None

Educational Value

A. Curriculum requirement for Market Research Agent Certificate.
B. To general education: Elective Credit.
C. To other courses or curricula: the experience with market research methods and technologies will benefit students in many SBM, BUS, and AIS courses.
Description
This course introduces marketing concepts, functions, and strategies of applied marketing in a real-time market research company. Students are given practical marketing experience while also being trained on the business methods behind them.

Textbooks
None

Supplies
None

Competencies and Performance Standards
1. Identify Research Methods

Learning Objectives
What you will learn as you master the competency:

a. Identify quantitative and qualitative research methods.

Performance Standards
Competence will be demonstrated: When students understand why certain methods are appropriate for particular projects.
Performance will be satisfactory when: Competence is applied and is acceptable to production and quality measures.

2. Apply Consumer Market Research Methods

Learning Objectives
What you will learn as you master the competency:

How market research is an effective outlet for consumers to provide feedback on products and services.

Performance Standards
Competence will be demonstrated: When students can gather opinions from consumers.
Performance will be satisfactory when: Competence is applied and is acceptable to production and quality measures.
3. **Apply Business Market Research Methods**

   *Learning Objectives*

   *What you will learn as you master the competency:*
   
   How market research is an effective outlet for businesses to provide feedback on products and services.

   *Performance Standards*

   *Competence will be demonstrated:* When students can effectively contact various positions within a business organization.

   *Performance will be satisfactory when:* Competence is applied and is acceptable to production and quality measures.

4. **Demonstrate Survey Negotiation Methods**

   *Learning Objectives*

   *What you will learn as you master the competency:*
   
   How to communicate the nature and importance of an opinion survey to others.

   *Performance Standards*

   *Competence will be demonstrated:* When others verify the importance of a survey through survey participation.

   *Performance will be satisfactory when:* Competence is applied and is acceptable to production and quality measures.

5. **Apply Survey Skip Patterns**

   *Learning Objectives*

   *What you will learn as you master the competency:*
   
   How survey skip patterns are constructed to ensure survey questions are relevant to the respondent.

   *Performance Standards*

   *Competence will be demonstrated:* When individuals understand the skip patterns within a survey based on the respondent’s answers.

   *Performance will be satisfactory when:* Competence is applied and is acceptable to production and quality measures.

*Types of Instruction*
• Group Practice
• Individual Programs / Presentations
• Lab

**Grading Information**—

- Post-test: 10%
- Marketing Labs: 70%
- Program Presentations 20%

**Assignments**

- Live Marketing Labs
- Program Presentations

**Grading Scale**

- A= 90-100%
- B=80-89%
- C=70-79%
- D=60-69%
- F=0-59%