

Business Administration

Course Number:	BUAD 210
Course Title:	INTRODUCTION TO MARKETING RESEARCH
Credits:	3
Calendar Description:	This course introduces research theory and methodology as they relate to effective decision-making in business. Emphasis is on research design in exploratory and qualitative research. Topics include secondary research and primary and qualitative research concentrating on interviewing, focus groups and observational research. Students develop the knowledge and skills necessary for research proposal writing, research design and report presentation. <i>(also offered by Distance Education)</i>
Semester and Year:	FALL 2021
Prerequisite(s):	BUAD 116 with minimum grade of 60%
Corequisite(s):	No
Prerequisite to:	BUAD 344, 470
Final Exam:	Yes
Hours per week:	3
Graduation Requirement:	Required – Diploma and BBA, Marketing option
Substitutable Courses:	No
Transfer Credit:	No
Special Notes:	Students with credit for BUAD 268 cannot take BUAD 210 for further credit
Originally Developed:	April 2009
EDCO Approval:	May 2009
Chair's Approval:	

Course Schedule

Date		Topic	Readings & Due Dates
2021 Week of		Classes Start: Wednesday, September 8 STAT Thursday, September 30 STAT Monday, October 11 STAT Thursday, November 11 & 12 Last day of regularly scheduled Classes: Monday, December 6	
1	Sep 09	Course Overview The Role of Marketing Research	Ch 1
2	14/16	Harnessing Big Data into Better Decisions Marketing Research Process	Ch 2 Ch 3
3	21/23	AS01: Writing a Research Proposal Organization and Ethical Issues	Ch 4
4	28/30	Secondary Data Research in a Digital Age September 30 – Stat Holiday – No Classes	Ch 6
5	Oct 05/07	Qualitative Research Tools AS02: Focus Group or Observation	Ch 5 AS01 Due
6	12/14	Communicating Research Results	Ch 16
7	19/21	Mid-Term Exam (Ch 1-6,3.41 402.5P &g R)TETQq162.62 3t	

