

MARKETING RESEARCH MRKT-0307

Spring 2015



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COURSE DESCRIPTION

Reviews the specialized techniques for conducting marketing research and how they contribute to marketing strategy. Material covered includes quantitative and qualitative research, simulation, forecasting, survey preparation, and secondary source analysis.

Prerequisites: MRKT 0231, Junior or senior status is required.

COURSE OBJECTIVES

Your objectives in this course are to:

- Learn the vocabulary, concepts, and methodologies of MR
- Understand the role of society and institutions in conducting MR
- Understand MR's role in marketing strategy
- Become knowledgeable of contemporary issues in MR
- Apply MR concepts and methods to real world marketing problems

REQUIRED TEXTS

Brown, T. & Suter, T. (2014). *MR²*. Mason, OH: Southwest Learning. ISBN 978-1-133-95841-3

