

Eastern Oregon University Course Syllabus

Number of Course:

MKT 365

Name of Course:

Marketing Research and Data Analytics

Catalog Description:

Marketing research is the process of gathering and analyzing information about customers and competitors in the market. In this class students will learn how marketing research targets specific problems and seeks to solve them through the use of data collection and data analysis. Students will use data analysis to create correlations that support a predetermined research goal. Students will engage in activities that demonstrate practical application of market research theory.

Credit Hours:

4 hours

Instructor:**Time and place of the course:**

Please see EOU online schedule for current term information on class location and time.

Required Texts or Suggested Materials:

Link to the EOU Bookstore: [Eastern Oregon University Bookstore \(opens in new tab\)](#)

Prerequisites:

BA 303, 312

Learning Outcomes:

After completing this course, students will be able to demonstrate the following outcomes.

- Define marketing research and its role in the development of marketing strategy.
- Specify the key steps in the market research problem formulation.
- Compose critical thinking based questions that result in usable data for analysis.
- Explain the difference between primary and secondary data.
- Implement diagnostic analysis using prescriptive and predictive analysis.
- Compose a conclusion narrative that clearly communicates derived data.

Course Requirements:

The delivery method of the class may be either on campus or online. Both delivery methods will use Canvas for assignments. Throughout the term, there will be discussions, quizzes and projects due. It is the student's responsibility to check Canvas for assignments. Late work will not be graded.

Grading Policies:

Scoring guidelines and rubrics are provided in Canvas. Your course grade will depend on the total points you earn as a percentage of the total points available in the class.

Late work will not be accepted so students should plan accordingly.

Grading Rubric

Letter Grade	Percentage
A	95 -100
A-	90-94
B+	86-89
B	83-85
B-	80-82
C+	76-79
C	73-75
C-	70-72
D	60-69
F	Less than 60

Means of Assessment:

All learning outcomes will be addressed in the weeks of the term and assessed as outlined below:

Learning Outcome	Assessment Instrument	Percent of Total Grade	Weeks of Term
1-6	Textbook assignments	30%	1
1-6	Instructor-designed tasks	10%	1-10
1,2	Market research template	10%	1,2
2,3	Survey/research Questions	10%	3-6
2,3,4	Market research project	10%	5-10
4,5	Data research, collection, evaluation	10%	6-8
5,6	Create and present research plans	20%	8,9,10

Brief Outline of Course:

There is an online module that lists all assignments due for every week of the course. Each week, students will read the assigned chapter, respond to the discussion questions as assigned, and complete all assignments noted as due that week, including chapter quizzes.

NOTE: It is students responsibility to check Canvas for assignments and corresponding due dates. Late work will not be accepted so plan accordingly.

General Education Category and Outcomes:

[Insert text here if GEC course]

University Writing Requirement Outcomes:

[Insert text here if UWR]

Writing Center Statement:

The EOU Writing Center provides a place — physical or virtual — where every EOU student can find an interested, responsive reader. Writing tutorials are free of charge for EOU undergraduate and graduate students and are available for writing at any course level and for writing resumes, job letters, and graduate applications. For drop-in hours or to schedule in-person, synchronous online, or asynchronous online tutoring, please visit the EOU Writing Center: [Writing Center – Eastern Oregon University \(opens in new tab\)](#).

Classroom Decorum:

[Insert text here]

Academic Misconduct Policy:

Eastern Oregon University places a high value upon the integrity of its student scholars. Any student found responsible for an act of academic misconduct (including but not limited to cheating, unauthorized collaboration, fabrication, facilitation, plagiarism or tampering) may be subject to having his or her grade reduced in the course in question, being placed on probation or suspended from the University, or a combination of these.

Accommodations/Students with Disabilities Policy:

Any student who feels they may need accommodation for any type of disability must contact the Disability Services Office in Loso Hall, Room 233. Phone: 541-962-3081.

Disclaimer:

This standard syllabus provides only general information on the course. For those enrolled in the course a detailed syllabus will be provided by the Instructor at the beginning of the term. Please keep in mind that not all courses are offered every year.

Syllabus Prepared By:

Shari Carpenter

Date:

2020