

MKTG 6051 Marketing Research: Rapid Insights

Executive Summary

CARLSON SCHOOL
OF MANAGEMENT
UNIVERSITY OF MINNESOTA

Course: MKTG 6051 Marketing Research: Rapid Insights
Credits: 2 credits
Prerequisites: MBA 6211 (previously MBA 6210)

Description

We will focus on developing rapid and actionable insights. We will do this by learning to form testable hypotheses, collect relevant data quickly, and perform fundamental analytics.

Techniques will include survey design, sample design, online data collection, descriptive statistics, and tests for statistical significance. By the end of class, students will be able to provide convincing recommendations for common marketing decisions.

The course is most appropriate for people who focus on marketing strategy and management. It is also appropriate for people whose job functions involve working with market research and analytics professionals, who need to assess the quality of marketing research, and whose job requires them to work with, interpret, and take action based on data.