








Marketing (MKTG) 466

Marketing Research (Revision 7)

Status:	Replaced with new revision, see the course listing  for the current revision 
Delivery mode:	Individualized study online  with eText 
Credits:	3
Area of study:	Applied Studies (Business and Administrative Studies)
Prerequisites:	MKTG 396 or an equivalent introductory marketing course.
Precluded:	None
Challenge:	MKTG 466 has a challenge for credit option.
Faculty:	Faculty of Business 
Notes:	Students registering in grouped study mode are advised that there may be some differences in the evaluation and course materials information indicated below. To obtain the most up-to-date information, contact the Faculty of

Overview

Marketing research takes many forms and gives organizations a way to obtain information about their customers. Such information is used primarily for making marketing decisions, so marketing research can be an important strategic tool. Furthermore, marketing research allows an organization to determine the needs and wants of its customers, and how those needs and wants might be best satisfied.

MKTG 466 identifies different sources of marketing research data, examines processes for collecting and analyzing research data, and demonstrates methods for preparing and presenting marketing research reports. The course is intended to raise your awareness of the importance of marketing research, transform you into an educated consumer of marketing research, and give you the tools you need to perform basic marketing research.

Outline

MKTG 466 consists of 13 lessons that examine the following topics:

- Lesson 1: Marketing Research for Managerial Decision Making
- Lesson 2: The Marketing Research Process and Proposals
- Lesson 3: Secondary Data, Literature Reviews, and Hypotheses
- Lesson 4: Exploratory and Observational Research Designs and Data Collection Approaches
- Lesson 5: Descriptive and Causal Research Designs
- Lesson 6: Sampling: Theory and Methods
- Lesson 7: Measurement and Scaling
- Lesson 8: Designing the Questionnaire

- Lesson 9: Qualitative Data Analysis
- Lesson 10: Preparing Data for Quantitative Analysis
- Lesson 11: Basic Data Analysis for Quantitative Research
- Lesson 12: Examining Relationships in Quantitative Research
- Lesson 13: Communicating Marketing Research Findings

Evaluation

To **receive credit** [↗](#) for MKTG 466, you must achieve a minimum grade of 50 percent on the Final Examination and an overall grade of **D (50 percent)** [📄](#) or better for the entire course. You are advised not to attempt the Final Examination until you have received feedback on all three assignments. The weightings for each assignment and the examination are as follows:

Activity	Weight
Assignment 1	15%
Assignment 2	15%
Assignment 3	20%
Final Online Exam	50%
Total	100%

The **final examination** for this course must be requested in advance and written under the supervision of an AU-approved exam invigilator. Invigilators include either ProctorU or an approved in-person invigilation centre that can accommodate online exams. Students are responsible for payment of any invigilation fees. Information on exam request deadlines, invigilators, and other exam-related questions, can be found at the **Exams and grades** [↗](#) section of the Calendar.



To learn more about assignments and examinations, please refer to Athabasca University's **online Calendar** [↗](#).

Materials

Hair, J. F., Jr., Celsi, M. W., Ortinau, D. J., & Bush, R. P. (2017). *Essentials of marketing research* (4th ed.). New York: The McGraw-Hill Companies, Inc.

ISBN: 9780078112119  (eText)

eText

Registration in this course includes an electronic textbook. For more information on **electronic textbooks**  , please refer to our **eText Initiative site** .

Other Resources

All other learning resources will be available online.



Challenge for credit

Overview

The challenge for credit process allows you to demonstrate that you have acquired a command of the general subject matter, knowledge, intellectual and/or other skills that would normally be found in a university-level course.

Full information about **challenge for credit**  can be found in the Undergraduate Calendar.

Evaluation

To **receive credit**  for the MKTG 420 challenge registration, you must achieve a grade of at least **D (50 percent)**  on the examination.



Online Exam



Challenge for credit course registration form

Important links

› **Academic advising** 

- > [Program planning](#) 
- > [Request assistance](#) 
- > [Support services](#) 

Athabasca University reserves the right to amend course outlines occasionally and without notice. Courses offered by other delivery methods may vary from their individualized study counterparts.

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View [previous revision](#) 
