

Library Resource Form Required for New Non-Gen-Ed

Submission Deadlines: Fall - October 10, 2006 Spring - February 13, 2007

TITLE Marketing Research

Sponsor(s) Berrin Guner e-mail:guner@rowan.edu
Richard Parker e-mail:parker@rowan.edu
e-mail:

DEPARTMENT Marketing
College Rohrer College of Business

If LAS -check: History/Humanities Social/Behavioral Sciences
 Math/Science

 UNDERGRADUATE xx GRADUATE

xx New non gen-ed Major

 Short-Term non gen-ed

 Minor curricular changes (fewer than three) to:

 Existing non gen-ed course

 Non gen-ed degree requirements

 Major

 Minor, specialization, concentration, track, certificate program

Signatures Required: representing approval before submission to Office of the Senate

Department Chair *Bertha Harte - Croyle* Date: 10/16/06
Department CURRICULUM Chair: *[Signature]* Date: 10/16/06
Academic DEAN: *[Signature]* Date: 10/16/06

COLLEGE CURRICULUM COMMITTEE: Open Hearing Date: 11/2/06
Approved
Not Approved

Signature College Curriculum Chair *[Signature]*

Signature SENATE CURRICULUM CHAIR *[Signature]*
Date: 11/29/06

Comments

Signature Executive Vice President/Provost: *[Signature]*
Date: 12/28/06

Signature REGISTRAR *[Signature]*
Date Approved:
Not Approved:

Date 1/4/07 Course Description Received & Approved
Hegis Taxonomy & Course # MKT 09.502

Notification Forward
 SCC CHAIR Academic Dean
 IR Department Chair
 CAP VP/Student Affairs
 Registrar Other-

1-17-07 *Jmie* eid/06

Course Proposal

Marketing Research (Graduate MBA Course)

Details:

Title: Marketing Research

Sponsors: Berrin Guner, PhD, Marketing Department
Richard Parker, PhD, Marketing Department

Credit Hours: 3 semester hours

Course Level: Graduate

Prerequisites: Admission to the MBA Program

Suggested Time and Scale of Implementation:

The course may be offered once each year (or as demand indicates)
beginning in Fall 2007.

Curricular Effect

- Offerings: This will be an additional elective opportunity available to MBA students. It will have no adverse effect on any program. It will not substantially alter the MBA curriculum. It will facilitate the Marketing Specialization of the MBA Program.
- Adequacy of present staff, resources, space needs, etc.: No additional resources will be needed. The course will be offered by the Marketing Department, which has sufficient academically qualified faculty to offer it.
- Recommended library resources: No additional library resources will be needed, because the library already has resources in this area to serve a similar course that is offered at the undergraduate level.

Rationale

Contemporary marketing decisions are based on marketing research information. This proposed course will provide MBA students with a needed managerial perspective on the theoretical and methodological foundations of marketing research, as well as practical research skills and experience. It will be consistent with the strategic direction of the Rohrer College of Business in providing an additional mechanism for service by faculty and students to regional business and nonprofit organizations. The course offering will also enhance the competitive position of the MBA program, since most other MBA programs in the region offer a comparable course.

Essence of the Course

a. Objectives of the course: Students will develop a managerial perspective on the use of marketing research information in making decisions, as well as specific research skills and practical experiences that will enhance their career advancement. The skills covered in this course are applicable to marketing problems encountered in both consumer and business-to-business markets. Students will experience a “project-based learning” to apply marketing research tools and methods to identify and solve specific marketing problems.

b. Topical outline/content: The course will cover all of the content areas traditionally covered in this subject area, including:

- The managerial context of marketing research
- Marketing Research Firms
- The marketing research process
- Types of marketing research
- Definition of research problem and objectives
- Research design
- Quantitative analytical techniques
- Qualitative analytical techniques
- Collection of primary and secondary data
- Data analysis and computer applications (e.g. SPSS)
- Survey design
- Measurement and scaling
- Hypothesis testing
- Correlation and regression
- Other multivariate techniques
- Use of online databases
- Marketing information systems
- Presentation of research results

c. Evaluation of students and grading procedure: Grading will be based on objective evaluation of individual and/or group oral and written presentations of marketing research projects.

d. Course evaluation: Achievement of general and specific student learning outcomes will be evaluated using various learning assessment techniques. The quality of instruction will be evaluated using the SIR or other comparable instrument.

Results of Consultations

This course was approved unanimously by the Marketing Department Curriculum Committee. It is specific to marketing programs, and no other Rowan departments offer a comparable course. (A similar course is already offered by the Marketing Department as part of the undergraduate program.). Therefore, no other programs will be adversely affected. The course will affect only the MBA program, and is expected to be taken for elective credit only by MBA students.

A letter of consultation from the MBA Program Director is attached.

Catalog Description

Marketing Research (Hegis Number MKT 09 5xx)(3 graduate s.h.)

Prerequisites: Admission to the MBA Program

Contemporary marketing decisions are based on marketing research information. This course will help students develop a managerial perspective on the use of marketing research information in making decisions, as well as specific research skills and practical experiences that will enhance their career advancement. The skills covered in this course are applicable to marketing problems encountered in both consumer and business-to-business markets. Students will experience a “project-based learning” to apply marketing research tools and methods to identify and solve specific marketing problems.



Dear Berrin,

The MBA Office strongly supports creating additional MBA elective courses. I am quite certain the proposed Marketing Research MBA Elective will be popular with our students. Best of luck and please let me know if I can provide any support to you to help make this proposal successful.

Sincerely,

A handwritten signature in black ink, appearing to read "Daniel J. McFarland".

Daniel J. McFarland, Ph.D.
MBA Program Director &
Professor of MIS

MBA Program

Rohrer College of Business
Bunce Hall
201 Mullica Hill Road
Glassboro, NJ 08028-1701

856-256-4024
856-256-4439 fax

This form **MUST BE COMPLETED FOR NEW COURSE or PROGRAM PROPOSALS, and EXTENSIVE CHANGES TO A COURSE or PROGRAM.**

The purpose of this form is to provide a channel of communication between the Campbell Librarians and faculty when submitting new course or program proposals, or making extensive changes to existing courses or programs. The information will be used to assess the resources available in the library, and to identify resources the library should acquire to support the new courses/programs, or extensive changes to same. The information will also provide the rationale for institutional support for library acquisitions. This form should be completed in a coordinated effort between the course sponsor(s) and the academic department liaison librarian.

Note: Sponsor(s) complete parts A & B
If assistance is required to complete, please notify the librarian liaison.
Forward this form to the librarian who will complete parts C, D & E

When form is completed, attach to the original curriculum proposal before submitting to the Senate office.

A. College: Rohrer College of Business

Department: Marketing

Proposed by: Guner and Parker

Date: 10/16/06

COURSE TITLE: Marketing Research

Anticipated Date for Course/Program Offering: _____

B. **List specific resources that should be acquired to support this course.**

C. **Describe the resources available in the library to support this course/program, including reference, monographic, electronic databases, audio-visual materials, etc. A summary statement is sufficient.**

ABI, RefUSA, Business Source Premier--all online databases;
print materials to aid in the construction of surveys and other "test" instruments; print materials focusing on analyses of industry types; print resources dedicated to export/import matters.

D. **List key periodicals available in the library to support this course/program.**

Vast numbers of journals are indexed and abstracted, and many with full-text coverage, are included in the online resources noted above.

E. **Librarian comments & recommendations:**

There is an undergraduate course that covers the same topic areas as proposed in this course. The expectations--the depth of research required--will be greater for this course, and our current library resources will more than adequately cover the more sophisticated dictates of the assignments made at the graduate level.

LIBRARIAN LIAISON: Connie Rosenberger

Signature: Connie Rosenberger

3/16/07