

SYLLABUS: MNGT 6361 – MANAGEMENT AND THE RESEARCH PROCESS

Catalog Description: The course looks at research in the business environment from its most general case, marketing research. The research process paradigm is thoroughly investigated with a special emphasis on the role of business research in management decision-making.

Prerequisite(s): Graduate Standing

Course Objectives: To introduce the student to the principles of business research, specifically, marketing research.

To familiarize students to fundamental research methods and traditional quantitative tools in real-world applications.

Current Textbook: Textbook and/or selected readings and other materials are the responsibility of the instructor of record and will be specified on a semester-by-semester basis in the course syllabus.

Evaluation Process: Evaluation is the responsibility of the instructor of record and will be specified on a semester-by-semester basis in the course syllabus.

Required Course Content: The marketing research process
Current trends and techniques in marketing research
Ethical issues related to marketing research; including recognition of areas that potentially may result in ethical dilemmas
Primary and secondary data uses and methodologies
Use of technology in the research process, including the collection, analysis, and presentation of research findings
Qualitative and quantitative research approaches
Experimentation, validity, reliability and causation
Scale development, testing, and limitations
Questionnaire design
Sampling methods: nonprobability vs. probability

Optional Course Content: None

Course Curriculum Coordinator: Dr. Lloyd J. Taylor, III, P.E.