WILMINGTON UNIVERSITY  
COLLEGE OF BUSINESS  
BASIC COURSE INFORMATION

COURSE NUMBER: MBA 7603

COURSE TITLE: Market Research and Consumer Behavior

I. LEARNING OUTCOMES AND GOALS:

GOAL A: Develop an insight into current and new marketing perspectives that guide successful companies.

A-1 Understand how current marketing research is conducted
A-2 Discuss what new and innovative ideas and concepts are available to the practitioner when developing market research plan objectives.
A-3 Analyze what marketing features appear to be present in successful businesses; what appears to be lacking in less successful businesses.

GOAL B: Identify existing, but potentially untapped sources of internal and external data and information that can serve as the basis for developing a more, well rounded marketing plan.

B-1 Discuss and identify internal and external sources of data and information.
B-2 Understand how to access and organize these sources into meaningful segments of an overall marketing research project.
B-3 Develop the insight as to what information is truly useful when formulating a marketing plan and how to judge what role each information source can contribute to the overall plan - 'data mining with a real purpose'.

GOAL C: Develop an understanding of how to formulate a set of meaningful marketing research questions from a business problem statement. Examine how each question supports the overall goal of resolving an ongoing problem or improving an existing marketing issue.

C-1 Develop the techniques necessary to investigate and translate a business problem into a realistic set of marketing research questions.
C-2 Discuss how to determine when a marketing plan is appropriate and what criteria indicate a comprehensive plan may not be necessary.
C-3 What to do when you meet resistance from inside the organization when developing an external or internal marketing plan (we know what our problem is, don't confuse us with data).
C-4 Discuss and identify how to make certain that your research questions actually support problem resolution or improve ongoing business activities.
**GOAL D:** Develop the ability to assemble, write, and deliver a marketing plan that has the necessary salient features which are actionable for a company or client.

D-1 Discuss how to assemble a sound marketing presentation for the client; as an internal presenter, and as an external practitioner.
D-2 Gain insight into what features, information and data are important, and what not to include in the final presentation.
D-3 Understand how to gain insight into the culture of the organization and its impact on final marketing plan presentation.
D-4 Discuss how to walk the client through a marketing plan that has impact and conveys a high level of professionalism and knowledge on your behalf.

**II. RATIONALE:**

Rapid changes in the business environment have created the need for more accurate information and data at an ever increasing pace. New sources of data are being developed almost daily that can, if utilized appropriately; provide the marketing practitioner with more solid information on which to base a comprehensive marketing plan. Given the new and varied possible approaches to mining data and formulating information, many practitioners have been forced to reconsider where, how, and in what form they will develop and present today’s business marketing plans.