

MKTG G157: FINDING AND KNOWING YOUR CUSTOMER

Item	Value
Curriculum Committee Approval Date	10/20/2015
Top Code	050640 - Small Business and Entrepreneurship
Units	1.5 Total Units
Hours	27 Total Hours (Lecture Hours 27)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Grading Policy	Standard Letter (S), • Pass/No Pass (B)

Course Description

This course is designed to enable those who are interested in launching their own business to research their potential customers and determine the best way to meet their customer's needs. The course equips students with the knowledge and tools to plan, execute, and leverage market research to drive business success. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Course Outcomes
2. Describe market research principles and practices to develop a go-to-market strategy for any product or service.
3. Analyze potential and current customers through traditional and non-traditional methods of market research.
4. Develop a cost-effective marketing plan for a target market.

Course Objectives

- 1. Describe market research principles and practices to develop a go-to-market strategy for any product or service.
- 2. Distinguish major risks that must be addressed to effectively sell a product or service.
- 3. Develop a cost-effective marketing plan.

Lecture Content

Market research overview Fundamentals of market research Benefits Methods overview Assessing your market in relation to related ventures, customers competitors Market definition Market segmentation Competitive analysis Establishing research objectives potential customer bases Approaches to market research Understanding the potential customers Target customers Secondary research Approaches for secondary market research Sources for secondary market research Analyzing secondary market research Primary research Approaches for primary market research Surveys Focus groups Sampling Secret shoppers Analyzing primary market research Utilizing market research for business model development Developing Business Models from market research Identifying potential issues and solutions Pricing Pricing methods Advantages and Disadvantages of various pricing models

Packaging and reporting your research How to structure your market research for reporting and presentation purposes.

Method(s) of Instruction

- Lecture (02)
- DE Live Online Lecture (02S)
- DE Online Lecture (02X)

Instructional Techniques

Lecture, Discussion, and Project Activity. Presentation material/slides Reading assignments from handouts and/or text book. Project work. For Online Classes, Blackboard will be used to facilitate communications and online Discussion Boards.

Reading Assignments

Textbook chapters. Online resources Presentation slides.

Writing Assignments

Develop market research report.

Out-of-class Assignments

Weekly reading. Conduct market research.

Demonstration of Critical Thinking

Ability to consider methods to conduct effective market research for a given business idea.

Required Writing, Problem Solving, Skills Demonstration

Ability to analyze and document market research findings within a market research report.

Eligible Disciplines

Business: Masters degree in business, business management, business administration, accountancy, finance, marketing, or business education OR bachelors degree in any of the above AND masters degree in economics, personnel management, public administration, or Juris Doctorate (J.D.) or Legum Baccalaureus (LL.B.) degree OR bachelors degree in economics with a business emphasis AND masters degree in personnel management, public administration, or J.D. or LL.B. degree OR the equivalent. Masters degree required. Management: Masters degree in business administration, business management, business education, marketing, public administration, or finance OR bachelors degree in any of the above AND masters degree in economics, accountancy, taxation, or law OR the equivalent. Masters degree required. Marketing: Masters degree in business administration, business management, business education, marketing, advertising, or finance OR bachelors degree in any of the above AND masters degree in economics, accountancy, taxation, or law OR the equivalent. Masters degree required.

Textbooks Resources

1. Required McQuarrie, Edward F. (Francis) . The Market Research Toolbox: A Concise Guide for Beginners, ed. Sage, 2012