

Name	Course Description
Marketing Management	Introduces a wide range of fundamental marketing concepts and explores their strategic business implications. Focuses on developing an understanding of how marketing research functions as an integral component within the broader context of marketing strategy.
Consumer Decision Making & Behavior	Application of behavioral science in understanding consumer behavior, consumer decision making process, information processing and motivation as it applies to marketing research design.
Survey Design & Sampling	Introduction to the fundamental disciplines of measurement, experimental design, survey design, and sampling. Balance between traditional theoretical approach and hands-on application with industry tools such as Qualtrics.
Marketing Research For Decision Making	Introduces the fundamental disciplines of marketing research project execution. Includes research solution/process design, data collection methods, panel management, fieldwork, and project management. Incorporates hands-on experience with field management and project management tools.
Marketing Analytics	Overview of fundamental methods and techniques used to manage and analyze data in marketing research. In-depth introduction to data analysis and interpretation using SPSS.
Predictive Analytics	Builds upon <i>MKT 816</i> by introducing advanced quantitative statistical methods for marketing research. Uses SPSS and includes techniques such as multiple regression, logistic regression, time series, and neural network modeling.
Emerging Research Design & Methods	Builds upon the foundational disciplines of <i>MKT 867</i> and <i>MKT 806</i> by introducing approaches representing the ways in which innovative, and sometimes disruptive, techniques are transforming research design, sampling and data collection processes, and the overall marketing research business landscape.
Data Analysis, Integration & Visualization	Builds upon the foundational disciplines of <i>MKT 816</i> & <i>MKT 819</i> by introducing approaches representing ways in which innovative, and sometimes disruptive, techniques are transforming the approach to data management, analysis, interpretation and visualization.

Social Listening & Text Analytics	Outlines how companies apply the disciplines of marketing research to information collected via social media and other unstructured data sources. Additionally develops a hands-on familiarity with with a range of approaches for analyzing and visualizing textual data.
International Marketing Research	Explores globalization from the perspective of implications for marketing research design and execution. Emphasizing a focus on global market paradigms, cultural differences and regional differences in the areas of problem definition and research design.
Consulting Practicum in Marketing - Group Research Project	In teams, partnership with a company in the design and execution of a research project. Focuses on practicing team-based skills in the management of a study end-to-end including the application of all aspects of the marketing research process.
Consulting Practicum in Marketing - Capstone Individual Research Project	Individually, partnership with a company in the design and execution of a research project. Focuses on independently demonstrating the management of a study end-to-end including the application of all aspects of the marketing research process.
Communications in Marketing Research	Introduction to marketing research communication and data visualization that will dive into the art and science behind creating visually impactful presentations. Uses PowerPoint and other tools to provide direction on presentation structure and design.
Story Telling in Marketing Research	Demonstrates the importance of storytelling within organizations and provides direction on creating credibility using background information and industry insight, creating the storyline, and creatively crafting a presentation.
Qualitative Research	Introduction to the principles of qualitative research, followed by the design and hands-on execution of projects in both traditional central-location and online formats. This course also explores the significant transformation of qualitative research occurring through the emergence of innovative techniques.
Consulting in Marketing Research	Introduces students to the art of consulting and relationship development as it applies to marketing research engagements. Focus is to prepare to become trusted consultants, whether participating on a team or in a leadership role.

Emerging Topics in Business	A seminar series developed to supplement the teaching of core marketing research disciplines with perspectives from leading industry guest-lecturers. Structured as an 'extended orientation', the seminars focus on an overview of marketing research principles, an introduction to the industry, on-the-job perspectives, and market readiness (career planning and job search preparation).
Elective - Special Topics in Marketing - Statistics Review	Preparatory course designed to ensure all students have fundamental understanding of statistics prior to beginning core research courses. Topics covered include descriptive statistics, levels of measurement, difference of means tests, analysis of variance, regression and correlation, and non-parametric tests.
Elective - Special Topics in Marketing -Conjoint Analysis	Builds upon <i>MKT 816 and MKT 819</i> by delivering an in-depth understanding of Conjoint analytic techniques. Focuses on questionnaire design, tool selection and interpretation of results. Uses Sawtooth Discover product for direct application.
Elective - Special Topics in Marketing -Business Development	Explores the understanding and application of business development principles within the context of complex business-to-business selling situations typically experienced in the field of marketing research. Heavy emphasis on best-practice interviews with industry sales professionals.
Elective - Special Topics in Marketing -Advertising Research	Follows the advertising process from inspiration through development, execution, and optimization through the lens of how marketing research is leveraged within each step. Leverages real-world examples to build advertising knowledge and intuition.
Elective - Special Topics in Marketing -Statistics With R	Builds upon <i>MKT 816 and MKT 819</i> by introducing the fundamentals of programming in R. Specific topics include coding custom functions, simulating results, utilizing logical statements, writing loops, data manipulation, and basic statistical analysis.
Elective - Special Topics in Marketing - Syndicated Marketing Research	An introduction to syndicated methods of collecting and reporting marketing research. Emphasis is placed on contrasting syndicated versus proprietary approaches. Focus is also placed on the operational and business model differences.
Elective - Special Topics in Marketing - Behavioral Economics	An investigation of the predictable irrationality of consumer behavior via topics like social identity theory, tribalism, framing effects, cognitive biases, and the subjectivity of perception. Emphasis on implications for consumer behavior and ways that marketers can apply the quirks of human decision-making to improve effectiveness.