

Spokane Community College

COURSE LEARNING OUTCOMES (CLO) AND OUTLINE

Course Title: Marketing Research and Consumer Behavior

Prefix and Course Number: MGMT 230

Version Date: April, 5, 2021

Course Learning Outcomes

By the end of this course, a student should be able to:

1. Understand types of market research
2. Conduct market research
3. Analyze collected research
4. Organize data into target audiences/markets
5. Understand how customers choose from various alternatives
6. How customers behave when purchasing goods and/or services
7. Designing campaigns to influence consumer buying decisions

Course Outline:

Week 1:	Types and how to conduct Market Research
Week 2:	Designing Market Research
Week 3:	Conducting Market Research
Week 4:	Analyzing Market Research I
Week 5:	Analyzing Market Research II
Week 6:	Defining Target Audience and segmentations
Week 7:	Consumers and their behaviors
Week 8:	Individual and group consumer (Internal)
Week 9:	Consumer decision making process (External)
Week 10:	Aligning Marketing Campaigns and Consumer Behavior
Week 11:	Using data analytics for campaign evaluation and monitoring
Week 12:	Final Project