

COURSE LEARNING OUTCOMES

Prefix and Course Number:	BUS 218
Course Title:	Market Research
Version Date:	02/08/2020

Course Learning Outcomes

Upon successful completion of the course, the student will be able to:

1. Evaluate the adequacy of a research design.
2. Identify the sampling method used in a survey.
3. Discover and correct common flaws in questionnaire items.
4. Create effective methods for presenting data.