Career Path: Marketing Research

Marketing research analysts study market conditions to examine potential sales of a product or service. They help companies understand what products people want, who will buy them, and at what price.

Marketing research analysts research and gather data on consumer demographics, preferences, needs, and buying habits to help a company market its products or services. They use a variety of methods, such as interviews, questionnaires, focus groups, market analysis surveys, public opinion polls, and literature reviews. Analysts help determine a company's position in the marketplace by researching their competitors and analyzing their prices, sales, and marketing methods. They evaluate data using statistical techniques and software.

Recommended Courses:

For students interested in careers in marketing research, the following elective courses are recommended. These courses enhance a student's market research skills, knowledge of research design, and quantitative techniques.

MKT4460 Quantitative Research Design and Analysis

Teaches the fundamentals of effective survey construction and experimental design to capture quantitative data, and the primary means by which data is analyzed. Acquaints students with state-of-the-art quantitative techniques for forecasting, product design, market segmentation, concept testing, and test marketing.
Prerequisite: MKT2222

MKT4461 Qualitative Research Design and Analysis

Provides students with a conceptual knowledge structure for qualitative marketing research. Students will learn the techniques of observational research, interviewing, focus groups, and projective techniques and how to analyze the data collected to aid in making effective marketing decisions. Prerequisite: MKT2222

These courses are recommended as liberal arts or free electives:

BUS2210 Business Intelligence and Analytics

Introduces students to the fast-growing field of business intelligence and analytics. Provides a general understanding of quantitative methods, analytical software, and data analysis to help students comprehend and analyze contemporary business issues and problems. The emphasis is placed on critical thinking and quantitative reasoning skills.

MAT2212 Quantitative Methods

Introduces students to the personal use of mathematics and the applications for various business disciplines. This course will explore the business applications of linear functions, quadratics functions, and systems of linear equations. Emphasis will be placed on the use of Excel to solve real-world business problems.
Prerequisite: CSK85 or placement-based score

Career Paths are not minors or concentrations and will not be noted on a student's transcript or diploma. Career Paths are suggested electives to fill elective credits.