



DE LA SALLE UNIVERSITY
 College of Science
 Department of Mathematics



MRKRESM . *Marketing Research for Mathematics Majors*
 Prerequisite: *APMULTI, LIMOBAP*

Prerequisite to:

Instructor:
Consultation Hours:

Contact details:
Class Schedule and Room:

Course Description

This course is aimed to prepare the student to become an effective user or supplier of research. The course will enable the student to determine the scope and directions of research activities conducted on his/her behalf. It aims to motivate students to ask interesting and relevant marketing questions, evaluate alternative methodologies, and make effective decisions based on the research output.

Learning Outcomes

On completion of this course, the student is expected to present the following learning outcomes in line with the Expected Lasallian Graduate Attributes (ELGA)

ELGA	Learning Outcome
Critical and Creative Thinker Effective Communicator Lifelong Learner Service-Driven Citizen	At the end of the course, the student will apply appropriate statistical concepts, processes, tools, and technologies in the solution to various market research real world problems

Final Course Output

As evidence of attaining the above learning outcomes, the student is required to submit the following during the indicated dates of the term.

Learning Outcome	Required Output	Due Date
At the end of the course, the student will apply appropriate statistical concepts, processes, tools, and technologies in the solution to various market research real world problems	An inquiry-based group presentation highlighting the appropriate statistical concepts, processes, tools, and technologies in the solution to various	

The Casual Research Design : Experimentation

DR. ARTURO Y. PACIFICADOR, JR.
Chair, Department of Mathematics

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