
Course Bulletin Listing/Subject Area	Consumer Sciences
Fiscal Unit/Academic Org	Dept Of Consumer Sciences - D1255
College/Academic Group	Education & Human Ecology
Level/Career	Undergraduate
Course Number/Catalog	3940
Course Title	The Multicultural Consumer: Methods of Data Analysis
Transcript Abbreviation	Multicultural Cons
Course Description	Application of marketing research and statistical analysis using Excel to examine multicultural consumers and how diversity impacts consumption, the workplace, and retailer/marketplace responses.
Semester Credit Hours/Units	Fixed: 3

Offering Information

Length Of Course	14 Week, 7 Week, 4 Week (May Session), 12 Week (May + Summer)
Flexibly Scheduled Course	Never
Does any section of this course have a distance education component?	Yes
Is any section of the course offered	Greater or equal to 50% at a distance
Grading Basis	Letter Grade
Repeatable	No
Course Components	Lecture
Grade Roster Component	Lecture
Credit Available by Exam	No
Admission Condition Course	No
Off Campus	Never
Campus of Offering	Columbus, Lima

Prerequisites and Exclusions

Prerequisites/Corequisites	STAT 133, 135, or 145
Exclusions	CONSCI 340

Cross-Listings

Cross-Listings

Subject/CIP Code

Subject/CIP Code	19.9999
Subsidy Level	Baccalaureate Course
Intended Rank	Junior, Sophomore, Senior

Quarters to Semesters

Quarters to Semesters	Semester equivalent of a quarter course (e.g., a 5 credit hour course under quarters which becomes a 3 credit hour course under semesters)
List the number and title of current course being converted	CONSCI 340

Requirement/Elective Designation

Required for this unit's degrees, majors, and/or minors
General Education course

Course Details

Course goals or learning objectives/outcomes

- Accurately interpret data relevant to the characteristics and resources of consumers.
- Apply and use statistical tools and measures to describe and compare characteristics and resources of consumers in different market segments.
- Present information on consumers using factual narratives, charts, figures, graphs and tables.

Content Topic List

- Introduction to marketing research
- Steps in the marketing research process including defining problems and research objectives
- Research design
- Using secondary data and online information databases
- Using focus groups, interviews, and surveys to collect primary data
- Descriptive statistics- describing consumers in market segments
- Determining differences between consumers in different market segments
- Determining relationships between variables
- Preparing and presenting research results
- Visual displays of data (tables, graphs, and charts)
- Presenting research results in Power Point

Attachments

Comments

- How is this course modified or re-envisioned? Only one previous course is listed. If it is modified, isn't more documentation needed? Attachments, comments?

1/14/11- Approved on behalf of the EHE Curriculum Committee and chair Scot Danforth, College Council and president Jerry D'Agostino, and Associate Dean Jackie Blount who approved on behalf of Dean Cheryl Achterberg.

(by Zircher, Andrew Paul on 01/14/2011 10:43 AM)

- Course was inappropriately submitted as modified or re-envisioned, when in fact it is a semester equivalent (5 quarter hour to 3 semester hour) *(by Montalto, Catherine P on 10/14/2010 03:50 PM)*

COURSE REQUEST
3940 - Status: PENDING

Last Updated: Zircher,Andrew Paul
01/14/2011

Workflow Information

Status	User(s)	Date/Time	Step
Submitted	Montalto,Catherine P	09/22/2010 01:45 PM	Submitted for Approval
Approved	Fox,Jonathan Jay	09/22/2010 02:46 PM	Unit Approval
Revision Requested	Zircher,Andrew Paul	10/12/2010 03:35 PM	College Approval
Submitted	Montalto,Catherine P	10/14/2010 04:07 PM	Submitted for Approval
Approved	Fox,Jonathan Jay	10/24/2010 02:11 PM	Unit Approval
Approved	Zircher,Andrew Paul	01/14/2011 10:43 AM	College Approval
Pending Approval	Jenkins,Mary Ellen Bigler Meyers,Catherine Anne Vankeerbergen,Bernadette Chantal Hanlin,Deborah Kay Nolen,Dawn	01/14/2011 10:43 AM	ASCCAO Approval