**Mktg 525: Marketing Research**

**MARKETING**

The role of research in marketing decision making, research design and methodology, appraisal of alternative research methods, concepts of dealing with and collecting primary data.

3 Credits

**Prerequisites**
- **Mktg 351: Marketing Principles** (Minimum grade: C)
- **MIS 309: Management Information Systems**
- Prerequisite: Junior standing (60 hr).
- Bus 230 or Econ 230
- Bus 302 or Econ 302

**Instruction Type(s)**
- Lecture: Lecture for Mktg 525
- Lecture: Compressed Video for Mktg 525

**Subject Areas**
- Marketing Research

**Related Areas**
- International Marketing
- Marketing/Marketing Management, General