

# Mktg 525: Marketing Research

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
- 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

