

# 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

- <u>Mktg 351: Marketing Principles</u> (Minimum grade: C)
- <u>MIS 309: Management Information Systems</u>
- 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**

<u>Marketing Research</u>

### **Related Areas**

- International Marketing
- <u>Marketing/Marketing Management, General</u>

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