

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>

The University of Mississippi is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award certificates and baccalaureate, master's, specialist, and doctoral degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, call 404-679-4500, or visit online at www.sacscoc.org for questions about the accreditation.

