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
- 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

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