

# 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
- Prerequiste: 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
- Lecture: Web-based Lecture for Mktg 525

### Subject Areas

Marketing Research

### **Related Areas**

- International Marketing
- Marketing/Marketing Management, General

