

# Mktg 525: Marketing Research

## Marketing, Analytics & Prof Sales

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)
- [BAIS 309: Management Information Systems](#)
- Prerequisite: 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](#)

