

COURSE DETAIL

MARKETING RESEARCH

Country

Italy

Host Institution

University of Commerce Luigi Bocconi

Program(s)

Bocconi University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Economics Business Administration

UCEAP Course Number

136

UCEAP Course Suffix**UCEAP Official Title**

MARKETING RESEARCH

UCEAP Transcript Title

MARKETING RESEARCH

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This course seeks to understand the concepts and the techniques required to conduct marketing research and to know how to apply them in real world marketing research problems in order to make better business decisions. In this course students are introduced to different stages of the marketing research process. The course examines different types on research designs, how to collect and scrutinize data, and quantitative research methodologies and their applications to various data sets which can be used to solve real-world business problems. The contents of this course comprise theory, concepts, and frameworks relevant to marketing, and empirical methodology and their applications to real-world datasets. The topics include but are not limited to: exploratory/descriptive/causal research: research design and data collection; experimental design; sampling; A/B testing; consumer segmentation: cluster analysis; perceptual maps: factor analysis; market response modeling; field experiments; and conjoint analysis. The course recommends students be have a basic knowledge of linear regressions and t-tests as a prerequisite.

Language(s) of Instruction

English

Host Institution Course Number

30228

Host Institution Course Title

MARKETING RESEARCH

Host Institution Course Details

https://didattica.unibocconi.it/ts/tsn_anteprema.php?IdPag=6164&anno=2023&cod i...

Host Institution Campus

Bocconi University

Host Institution Faculty

Host Institution Degree

Host Institution Department

Marketing

Course Last Reviewed

2022-2023

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