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_anteprima.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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