

## COURSE DETAIL

### APPLIED MARKETING RESEARCH IN THE DIGITAL ERA

**Country**

Spain

**Host Institution**

Pompeu Fabra University

**Program(s)**

International Business Economics

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Business Administration

**UCEAP Course Number**

183

**UCEAP Course Suffix****UCEAP Official Title**

APPLIED MARKETING RESEARCH IN THE DIGITAL ERA

**UCEAP Transcript Title**

ESCI: MRKTNG RESRCH

**UCEAP Quarter Units**

5.00

**UCEAP Semester Units**

3.30

## Course Description

This course is an introduction to key considerations of building successful marketing strategies. It discusses the principles of designing and planning marketing research and explores relevant research designs for B2B and B2C sectors. This course covers the peculiarities of data transformation and analysis, as well as new trends in marketing research. Topics include: foundations of applied marketing research in the digital era; planning and designing marketing research; understanding the behavior of the modern consumer; sampling and data collection; observations, focus groups, and surveys; new tools and methods of marketing research and Neuromarketing; data analysis and web metrics; business-to-business and international research.

## Language(s) of Instruction

English

## Host Institution Course Number

51700 / 51707

## Host Institution Course Title

APPLIED MARKETING RESEARCH IN THE DIGITAL ERA

## Host Institution Campus

ESCI-UPF CAMPUS CIUTADELLA

## Host Institution Faculty

## Host Institution Degree

## Host Institution Department

ESCI International Business (Escola Superior de Comerç Internacional)

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