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 Course Details

Host Institution Campus
ESCI-UPF CAMPUS CIUTADELLA

Host Institution Faculty

Host Institution Degree

Host Institution Department
ESCI International Business (Escola Superior de Comerç Internacional)

Course Last Reviewed

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