

# COURSE DETAIL

## MARKET RESEARCH

**Country**

Spain

**Host Institution**

Carlos III University of Madrid

**Program(s)**

Carlos III University of Madrid

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Business Administration

**UCEAP Course Number**

133

**UCEAP Course Suffix**

E

**UCEAP Official Title**

MARKET RESEARCH

**UCEAP Transcript Title**

MARKET RESEARCH

**UCEAP Quarter Units**

5.00

**UCEAP Semester Units**

3.30

### **Course Description**

This course begins with an introduction to marketing research, its process, and studies' classification. Students learn different exploratory, descriptive and causal research techniques, and learn about fieldwork and data preparation. Other topics included are: univariate, bivariate and multivariate hypotheses testing, multivariate positioning analysis with SPSS, and multivariate segmentation analysis. Other/required coursework: students are expected to have completed the following courses prior to this one: Marketing, Statistics I and Statistics II.

### **Language(s) of Instruction**

English

### **Host Institution Course Number**

13185

### **Host Institution Course Title**

INVESTIGACIÓN DE MERCADOS

### **Host Institution Course Details**

### **Host Institution Campus**

Facultad de Ciencias Sociales y Jurídicas. (Getafe)

### **Host Institution Faculty**

### **Host Institution Degree**

### **Host Institution Department**

Economía de la Empresa

### **Course Last Reviewed**

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