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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