COURSE DETAIL

UCEAP Quarter Units

UCEAP Semester Units

5.00

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** Е **UCEAP Official Title** MARKET RESEARCH **UCEAP Transcript Title** MARKET RESEARCH

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 Campus

Facultad de Ciencias Sociales y Jurídicas. (Getafe)

Host Institution Faculty

Host Institution Degree

Host Institution Department

Economía de la Empresa

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