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
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.

Language(s) of Instruction

Host Institution Course Number
13185

Host Institution Course Title
INVESTIGACION DE MERCADOS

Host Institution Course Details
https://aplicaciones.uc3m.es/cpa/generaFicha?est=319&anio=2024&plan=409&asig=13...

Host Institution Campus
Getafe

Host Institution Faculty
Facultad de Ciencias Sociales y Jurídicas

Host Institution Degree
Estudios Internacionales y Administración de Empresas

Host Institution Department
Economía de la Empresa

Course Last Reviewed
2024-2025

Print