

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

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