

COURSE DETAIL

MARKET RESEARCH I

Country

Spain

Host Institution

Pompeu Fabra University

Program(s)

International Business Economics

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Economics Business Administration

UCEAP Course Number

168

UCEAP Course Suffix**UCEAP Official Title**

MARKET RESEARCH I

UCEAP Transcript Title

ESCI:MKT RESEARCH I

UCEAP Quarter Units

3.00

UCEAP Semester Units

2.00

Course Description

This course discusses basic marketing tools and commercial strategies. It examines economic agents and their interaction in the markets as well as economic and market indicators used in organizational decision-making. Students create a market research project by establishing sample size, selecting suitable mechanisms to run the project, and presenting the results.

Language(s) of Instruction

English

Host Institution Course Number

43201 / 51250

Host Institution Course Title

MARKET RESEARCH I

Host Institution Campus

ESCI-UPF CAMPUS CIUTADELLA

Host Institution Faculty**Host Institution Degree****Host Institution Department**

ESCI International Business (Escola Superior de Comerç Internacional)

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