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 Course Details

Host Institution Campus
ESCI-UPF CAMPUS CIUTADELLA

Host Institution Faculty

Host Institution Degree

Host Institution Department
ESCI International Business (Escola Superior de Comerç Internacional)

Course Last Reviewed

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