

COURSE DETAIL

MARKET RESEARCH

Country

China

Host Institution

Fudan University

Program(s)

Fudan University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

128

UCEAP Course Suffix**UCEAP Official Title**

MARKET RESEARCH

UCEAP Transcript Title

MARKET RESEARCH

UCEAP Quarter Units

4.50

UCEAP Semester Units

3.00

Course Description

This course presents the basic principles of market research to provide understanding of the basic content and basic characteristics of market research in marketing communication activities, and lays a good foundation for further learning the marketing theory and skills of advertising and public relations. The course also discusses the relationship between the various links of market research and the inherent rules of those activities; the general situation and latest developments of domestic and international market survey activities and theories, and the reality, theory and experience of domestic and international market surveys; and the link between theory and practice and the basic principles and methods of preliminary investigation, planning and effect measurement of marketing communication activities.

Language(s) of Instruction

Chinese

Host Institution Course Number

JOUR130254

Host Institution Course Title

MARKET RESEARCH

Host Institution Course Details

Host Institution Campus

Host Institution Faculty

WANG Di

Host Institution Degree

Host Institution Department

Journalism

Course Last Reviewed

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