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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