

COURSE DETAIL

MARKET RESEARCH II

Country

Spain

Host Institution

Pompeu Fabra University

Program(s)

International Business Economics

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

129

UCEAP Course Suffix**UCEAP Official Title**

MARKET RESEARCH II

UCEAP Transcript Title

MARKET RESEARCH II

UCEAP Quarter Units

4.00

UCEAP Semester Units

2.70

Course Description

This course focuses on scientific methods that marketers can use to obtain valid and reliable information on consumer behavior in order to both develop better products and services, as well as effectively promote them. It covers the fundamental issues of conducting scientific research in the area of customer behavior, including: factorial analysis; drawing perceptual maps; cluster analysis; discriminant analysis; joint analysis; in-depth interviews; group dynamics; commercial observation techniques.

Language(s) of Instruction

English

Host Institution Course Number

21914

Host Institution Course Title

MARKET RESEARCH II

Host Institution Campus

Host Institution Faculty

Facultat d'Economia i Empresa

Host Institution Degree

Host Institution Department

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