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
INVESTIGACIÓ DE MERCATS II

Host Institution Course Details

Host Institution Campus

Host Institution Faculty
Facultat d'Economia i Empresa

Host Institution Degree

Host Institution Department

Course Last Reviewed

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