

# COURSE DETAIL

## MARKETING RESEARCH

**Country**

Hong Kong

**Host Institution**

Chinese University of Hong Kong

**Program(s)**

Chinese University of Hong Kong

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Business Administration

**UCEAP Course Number**

131

**UCEAP Course Suffix****UCEAP Official Title**

MARKETING RESEARCH

**UCEAP Transcript Title**

MARKETING RESEARCH

**UCEAP Quarter Units**

4.50

**UCEAP Semester Units**

3.00

## Course Description

This course provides the key concepts, processes and methods of marketing research, and how to apply those tools to solve real-life business problems. The course covers the technical aspects of marketing research (both qualitative and quantitative research methods) through lectures and discusses real life applications using various articles and cases. An important element of this course is a marketing research project where students identify and solve a real business problem using marketing research methods.

## Language(s) of Instruction

English

## Host Institution Course Number

MKTG3010

## Host Institution Course Title

MARKETING RESEARCH

## Host Institution Course Details

## Host Institution Campus

## Host Institution Faculty

## Host Institution Degree

## Host Institution Department

Marketing

## Course Last Reviewed

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