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
https://rgsntl.rgs.cuhk.edu.hk/aqs_prd_applx/Public/tt_dsp_crse_catalog.aspx

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Marketing

Course Last Reviewed
2025-2026

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