

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 Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Marketing

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