

COURSE DETAIL

MARKETING RESEARCH

Country

New Zealand

Host Institution

University of Auckland

Program(s)

University of Auckland

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

102

UCEAP Course Suffix**UCEAP Official Title**

MARKETING RESEARCH

UCEAP Transcript Title

MARKETING RESEARCH

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This course provides a background in research methods, issues related to conducting marketing research, data analysis, and methods of evaluation related to marketing. Knowledge of these topics enables both implementation and evaluation of marketing research. It is assumed that students enrolled in this course have a basic understanding of marketing terminology and concepts.

Language(s) of Instruction

English

Host Institution Course Number

MKTG 202

Host Institution Course Title

MARKETING RESEARCH

Host Institution Campus

Auckland

Host Institution Faculty**Host Institution Degree****Host Institution Department**

Marketing

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