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 Course Details

Host Institution Campus
Auckland

Host Institution Faculty

Host Institution Degree

Host Institution Department
Marketing

Course Last Reviewed

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