COURSE DETAIL

CONSUMER ANALYSIS
Country Korea, South
Host Institution Yonsei University
Program(s) Yonsei University
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Communication
UCEAP Course Number 101
UCEAP Course Suffix
UCEAP Official Title CONSUMER ANALYSIS
UCEAP Transcript Title CONSUMER ANALYSIS
UCEAP Quarter Units 4.50
UCEAP Semester Units 3.00

Course Description

This is a research methodology course that provides a basic understanding of how to conduct and evaluate qualitative and quantitative research for making effective advertising and PR decisions. It covers the scientific and conceptual foundations of behavioral research and the technical specifics in conducting research (e.g., measurement issues, sampling, data collection methods, and the use of statistics in data analysis).

Language(s) of Instruction
English

Host Institution Course Number
COM3143

Host Institution Course Title
CONSUMER ANALYSIS

Host Institution Course Details

Host Institution Campus

Host Institution Faculty
Social Science

Host Institution Degree

Host Institution Department
Mass Communication

Course Last Reviewed
2023-2024

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