

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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