

# 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 Campus

## Host Institution Faculty

Social Science

## Host Institution Degree

## Host Institution Department

Mass Communication

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