

## COURSE DETAIL

### MARKETING RESEARCH

**Country**

Korea, South

**Host Institution**

Korea University

**Program(s)**

Korea University

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Business Administration

**UCEAP Course Number**

116

**UCEAP Course Suffix****UCEAP Official Title**

MARKETING RESEARCH

**UCEAP Transcript Title**

MARKETING RESEARCH

**UCEAP Quarter Units**

4.50

**UCEAP Semester Units**

3.00

## Course Description

This course focuses on understanding the process and results of marketing research (MR) and its applications. After taking this course, students will be able to experience the entire process of MR, including problem definition, research design, data collection, data analysis, interpretation, and reporting of results. This course emphasizes an applied approach to the practical application of marketing research to management.

### Language(s) of Instruction

English

### Host Institution Course Number

BUSS252

### Host Institution Course Title

MARKETING RESEARCH

### Host Institution Campus

### Host Institution Faculty

### Host Institution Degree

### Host Institution Department

Business Administration

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