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 Course Details
https://infodepot.korea.ac.kr/lecture1/lecsubjectPlanView.jsp?year=2023&term=2R...

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Business Administration

Course Last Reviewed
2023-2024

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