

COURSE DETAIL

MARKET INTELLIGENCE

Country

Singapore

Host Institution

Nanyang Technological University

Program(s)

Nanyang Technological University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

117

UCEAP Course Suffix

UCEAP Official Title

MARKET INTELLIGENCE

UCEAP Transcript Title

MARKET INTELLIGENCE

UCEAP Quarter Units

4.50

UCEAP Semester Units

3.00

Course Description

This course develops basic skills in conducting and evaluating marketing research projects for students pursuing a career in marketing research and rely on marketing research information for decision making. The main focus is on problem formulation, research design, methods of data collection, and data analysis.

Language(s) of Instruction

English

Host Institution Course Number

BM2510

Host Institution Course Title

MARKET INTELLIGENCE

Host Institution Course Details

https://wis.ntu.edu.sg/webexe/owa/aus_subj_cont.main

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Business

Course Last Reviewed

2024-2025

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