# COURSE DETAIL

| MARKET INTELLIGENCE |
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| **Country**<br>Singapore |
| **Host Institution**<br>Nanyang Technological University |
| **Program(s)**<br>Nanyang Technological University |
| **UCEAP Course Level**<br>Upper Division |
| **UCEAP Subject Area(s)**<br>Business Administration |
| **UCEAP Course Number**<br>117 |
| **UCEAP Course Suffix** |
| **UCEAP Official Title**<br>MARKET INTELLIGENCE |
| **UCEAP Transcript Title**<br>MARKET INTELLIGENCE |
| **UCEAP Quarter Units**<br>4.50 |
| **UCEAP Semester Units**<br>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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