

## 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 Campus

### Host Institution Faculty

### Host Institution Degree

### Host Institution Department

Business

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