COURSE DETAIL

MARKETING RESEARCH
Country Hong Kong
Host Institution University of Hong Kong
Program(s) University of Hong Kong
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 131
UCEAP Course Suffix
UCEAP Official Title MARKETING RESEARCH
UCEAP Transcript Title MARKETING RESEARCH
UCEAP Quarter Units 5.00
UCEAP Semester Units 3.30

Course Description

This course examines marketing research methods. This course will focus on how both qualitative and quantitative aspects of marketing research can help managers to address substantive marketing problems This course emphasizes the basic methodologies, as well as introduces a variety of techniques, and demonstrates how research applies to strategy.

Language(s) of Instruction
English

Host Institution Course Number
MKTG3502

Host Institution Course Title
MARKETING RESEARCH

Host Institution Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Business

Course Last Reviewed
2024-2025

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