

# 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 Campus

### Host Institution Faculty

### Host Institution Degree

### Host Institution Department

Business

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