

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

[Print](#)