

# COURSE DETAIL

## MARKETING RESEARCH

**Country**

Australia

**Host Institution**

University of New South Wales

**Program(s)**

University of New South Wales

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Business Administration

**UCEAP Course Number**

152

**UCEAP Course Suffix****UCEAP Official Title**

MARKETING RESEARCH

**UCEAP Transcript Title**

MARKETING RESEARCH

**UCEAP Quarter Units**

6.00

**UCEAP Semester Units**

4.00

## Course Description

This course examines the tools of basic marketing research, along with how to apply them and provide a managerial interpretation of the findings. It covers key areas of marketing research including problem identification, defining project scope, developing a research approach, conducting fieldwork, engaging in analysis and reporting are featured heavily. In addition, issues such as sampling, quantitative research tools and marketing implications are covered.

## Language(s) of Instruction

English

## Host Institution Course Number

MARK2052

## Host Institution Course Title

MARKETING RESEARCH

## Host Institution Course Details

## Host Institution Campus

Sydney

## Host Institution Faculty

Business

## Host Institution Degree

## Host Institution Department

## Course Last Reviewed

2025-2026

[Print](#)