

COURSE DETAIL

MARKETING RESEARCH

Country

Spain

Host Institution

Pompeu Fabra University

Program(s)

Pompeu Fabra University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

148

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

The course examines the market research process and its role in organizational decision-making. Students learn to define research problems, design qualitative and quantitative studies, collect and analyze data, and apply market research and consumer behavior insights to marketing decisions.

Language(s) of Instruction

English

Host Institution Course Number

52195 (80139)

Host Institution Course Title

MARKETING RESEARCH

Host Institution Course Details

<https://uceap.sharepoint.com/:b:/s/DocumentLibrary/IQD0gJdWp4nnQJkTHyTClczbATJR...>

Host Institution Campus

Born Campus

Host Institution Faculty

ESCI School of International Business (Escola Superior de Comércio Internacional)

Host Institution Degree

Host Institution Department

International Business Program (IBP) at ESCI

Course Last Reviewed

2026-2027

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