

COURSE DETAIL

MARKETING RESEARCH

Country

Barbados

Host Institution

University of the West Indies

Program(s)

University of the West Indies

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

118

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 design and execution of market research projects and the presentation of these results in a form useful for decision makers. Specific attention is paid to: planning a research project; use of experiments; identification of the research problem, selection of sample frame, and data collection methods; design of data collection instruments; data analysis and presentation.

Language(s) of Instruction

English

Host Institution Course Number

MKTG 3002

Host Institution Course Title

MARKETING RESEARCH

Host Institution Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Management Studies

Course Last Reviewed

2026-2027

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