

MKTG 315: Marketing Research

Recognize a marketing problem and understand how to solve it through appropriate problem definition, data collection, data analysis, dissemination of the results, and utilization of the ensuing information. Both the managerial and technical aspects of marketing research are covered. Several statistical techniques for analyzing data, using SPSS, are taught and applied in the course.

Credits: 3

Prerequisites/Permissions:

MKTG 301 (c) , B-School Major/Minor

Program:

Marketing

COURSE DESCRIPTIONS