

Department: School of Business

Course Name Marketing Research

Hours per week 3

Number of Credits 3

Course Description This course introduces the use of scientific methods in the formulation and solution of marketing management problems. It emphasizes the process of designing, conducting, analyzing, interpreting, and applying of marketing research as a means of support for strategic marketing management decisions. In this course, marketing research concepts and theory will be covered with an applied approach. The traditional classroom lectures and discussions of marketing research concepts and theory will be supplemented with hands-on projects and field research. The notion is that the projects and field research, relative to lectures, should help make the conceptual and theoretical material come-alive,