

PBR560 : Market and Consumer Research Analysis

In the Market and Consumer Research Analysis Course, students will learn how to examine various professional public relations and marketing resources to identify their market, competition, and consumer. After learning how to research for this information, the student will learn how to target their public relations campaigns to attract their desired client. In support of this objective, students will examine how to capture and retrieve demographic and industry data using a variety of tools ranging from surveys and focus groups to public data, third-party web metrics. Students will then investigate how to analyze, evaluate, and present industry data within a professional context. Finally, students will consider how to select the appropriate digital medium/channel mix for their campaign by matching the right communication tool to both the right organizational objective and the right audience.

Credits 3

Course Length 4 weeks