

MKT1414 : Marketing Research

The Marketing Research course explores how vital it is to know how to extract data that will provide information about products and services in relation to consumer behavior. A marketing vision must be constructed and substantiated based on data and facts to validate the financial investment of a company. This course compares and contrasts research methodologies; explores marketing strategies and tactics; and examines the roles that design, implementation, analysis, interpretation, and reporting of research play in influencing marketing decisions. Students will learn to exercise appropriate research design, conduct research, and interpret data for conclusions.

Credits 4