

MKT 330 : Marketing Research

The course covers current techniques and tools necessary for conducting marketing research. Exposition of these techniques will be offered along two dimensions: theoretical and practical. Marketing research emphasize topics such as problem definition, research design, secondary and primary data, questionnaire design, sampling, and measurement.

Credits 3

Core Requirement

[MCC](#)

Prerequisites

[MKT 201](#), [OPM 211](#)