Faculty of Commerce & Business Administration

Marketing Research

Information :

Course Code :	MKT 303	**Level :**	Undergraduate	**Course Hours :**	3.00- Hours
Department :	Marketing				

Description :

Marketing research is based on a proactive approach to the management of marketing information and the application of that information to marketing decisions. At its best, marketing research can provide students with valuable insights concerning markets, customers, products, and business strategy. Done incorrectly, marketing research can provide the decision maker with a false sense of validity and integrity, leading to misguided and costly decisions. This course content will include introduction to marketing research and research design, exploratory research, descriptive research, scaling, sampling, data analysis and reporting.

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