

Faculty of Commerce & Business Administration

Marketing Research

Information :

Course Code : MKT 364

Level : Undergraduate

Course Hours : 3.00- Hours

Department : Department of Management

Description :

Principles, approaches, and every-day utilization of marketing research in business to build customer loyalty and manage customer relationships are the foci of this course. Students will learn how to shape research questions around marketing issues, and to develop and implement a research design to address their research questions. The capstone assignment is a survey research project in customer satisfaction.