MKT6309 - Marketing Research

Marketing Research (3 semester credit hours) Methods employed in market research to understand consumer behavior to enable better marketing decision-making. Topics include focus groups, understanding different sources of secondary data, questionnaire design, design of experiments, sampling plans, and data analysis using statistical techniques. In addition, the course will cover attitude measurement, and market research on the Internet. Prerequisites: MKT 6301 and OPRE 6301. (3-0) Y