

## MKT3340 - Marketing Research

[MKT 3340](#) Marketing Research (3 semester credit hours) This course provides an overview of the entire marketing research process, which involves collecting and analyzing data to facilitate better marketing decisions. Specific topics include problem definition, research design, use of secondary data, collecting primary data, designing surveys, sampling, fieldwork, basic data analysis, and reporting of findings. Students are expected to know basic marketing and have an aptitude for quantitative analysis. Prerequisites: [MKT 3300](#) and ([STAT 3360](#) or [OPRE 3360](#)). (3-0) Y