

2605481 Marketing Research
MARKETING RESEARCH

3(3-0-6)

Prerequisite : 2603330 and 2605311

Marketing management background, marketing research content and strategy, research design and strategy, types of information and sources of error in information from respondents, the means of obtaining information from respondents, measurement and scaling in marketing research, sampling of respondents, the field force, research presentation, follow-up and research process evaluation.