

CMR2 648. MARKETING RESEARCH AND

Credits: 3

Offered by: Global & Strategic Comm. (School of Continuing Studies)

Terms offered: Fall 2025

[View offerings for Fall 2025 in Visual Schedule Builder.](#)

Description

Review of statistics, with emphasis on key concepts required to understand and report marketing information. Overview of qualitative and quantitative data collection techniques and interpretation of secondary on-line research. Focus on Facebook and Google analytics and insights.

- Not open to students who have taken CMR2 548.

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