

CMRK 225. MARKETING STATISTICS AND RESEARCH.

Credits: 3

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

This course is not offered this catalogue year.

Description

Basic statistics for marketing research. Qualitative and quantitative data collection techniques, traditional and digital. Use of secondary on-line data: determining reliability, interpretation, analysis.

- Corequisite: CMRK 200

Most students use Visual Schedule Builder (VSB) to organize their schedules. VSB helps you plan class schedules, travel time, and more.

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