

MRKT 451. MARKETING RESEARCH.

Credits: 3

Offered by: Management (Desautels Faculty Management)

Terms offered: Fall 2025, Winter 2026

View offerings for Fall 2025 or Winter 2026 in Visual Schedule Builder.

Description

Theoretical techniques and procedures common in marketing research. Topics include: research design, sampling, questionnaire design, coding, tabulating, data analysis (including statistical techniques). Specialized topics may encompass advertising, motivation and product research; forecasting and location theory.

- Corequisite: MGCR 272
- Prerequisite (Continuing Education): MGCR 273
- Prerequisites: MGCR 352 and MGCR 271

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