

# BUS 409 : Marketing Research and Analytics

The goal of this course is to provide a fundamental understanding of marketing research process, methods, and data analytics. Marketing research is an organized way of providing information for decision-making purposes. This course will cover both qualitative and quantitative aspects of marketing research such as interviews, focus groups, sentiment analyses, projectives, customer observations, questionnaire designs, consumer attitude measurement, experiment designs, and pricing research. Research designs will be evaluated in the context of typical marketing procedures that they are designed to address and how each is utilized to support marketing decisions.

**Credits** 3

**Prerequisites**

BUS 204 and a statistics course (ECO 215, MAT 220, or PSY 207)