

# Business Administration

Course Number: **BUAD 210**

Course Title: **INTRODUCTION TO MARKETING RESEARCH**

Credits: 3

Calendar Description: This course introduces research theory and methodology as they relate to effective decision-making in business. Emphasis is on research design in exploratory and qualitative research. Topics include secondary research and primary and qualitative research concentrating on interviewing, focus groups and observational research. Students develop the knowledge and skills necessary for research proposal writing, research design and report presentation. *(also offered by Distance Education)*

Semester and Year: **WINTER 2019**







