

MKT 2197: Marketing Research

The principal internal and external procedures used in collecting, processing, and evaluating both quantitative and qualitative data; research design; management of information for decision making.

Credits: 3.0

Prerequisites:

VSB 2020

MKT 1137

SBI 3006

SBI 3040

MAT 1235

MAT 1430

STAT 1235

STAT 1430

(VSB 2020 or MKT 1137 or SBI 3006 or SBI 3040) and (MAT 1235 :Y or MAT 1430 :Y or STAT 1235 :Y or STAT 1430 :Y)

Program: [Marketing](#)