

# Course Description – Curriculum 2013

**Subject:** MK315 Quantitative Research in Marketing

**Credits:** 3

**Prerequisite:** BA204 and MK314

**Description:** Understanding the roles, importance, and types of marketing research for business. Main topics start with research question identification, research process, methodology, and tools applicable to conducting quantitative research in marketing. Common methods include survey and experimentation, among others. Students will learn through the whole research process with hands-on assignments and a quantitative research project. Special attention is given to analyzing data and interpreting results properly as well as when and how to use quantitative research to complement qualitative research.