

MBA 6321 : Marketing Applications and Research

This course presents marketing problems designed to develop the student's problem-solving and research ability for marketing decisions. Topics include market research, design and evaluation of data gathering techniques, current trends in marketing, the marketing mix, and consumer behavior. Discussion-based, group work, cases and readings, presentations and experiential assignments are basic to the coursework.

Credits 3

Course ID

002043

Requisites

[MBA 6321](#) Prerequisite: [MBA 6320](#)