

BUAD 338: AUDIENCE INSIGHTS & ANALYSIS

The study of the marketing research process involves understanding and learning about many different stages of the process, including design, methodology, analysis, and interpretation. Students gain understanding of both qualitative and quantitative methods of marketing research. The focus will be on providing students with a knowledge base that allows them to become effective users and preliminary "doers" of marketing research. Practical application comes through completion of consumer research projects. Cross listed as COMM 338.

Credits: 3

Prerequisites:

BUAD 230.

Department: [Business](#)