

## MKTC 351: MARKETING RESEARCH & ANALYSIS

This course provides an in-depth exploration of the principles and practices of marketing research and analysis. Students will learn how to design, conduct, analyze, and interpret marketing research to make informed business decisions. Both qualitative and quantitative research techniques are addressed, emphasizing practical applications in real-world marketing scenarios.

**Credits:** 3

**Prerequisites:**

BUAD 230

**Department:** [Marketing Communication](#)