

Business Administration

Course Number:	BUAD 210
Course Title:	INTRODUCTION TO MARKETING RESEARCH
Credits:	3
Calendar Description:	This course introduces research theory and methodology as they relate to effective decision-making in business. Emphasis is on research design in exploratory and qualitative research. Topics include secondary research and primary and qualitative research concentrating on interviewing, focus groups and observational research. Students develop the knowledge and skills necessary for research proposal writing, research design and report presentation.
Semester and Year:	FALL 2023
Prerequisite(s):	BUAD 116 with minimum grade of 60%
Corequisite(s):	No
Prerequisite to:	BUAD 344, 470
Final Exam:	Yes
Hours per week:	3
Graduation Requirement:	Required – Diploma and BBA, Marketing option
Substitutable Courses:	No
Transfer Credit:	No
Special Notes:	Students with credit for BUAD 268 cannot take BUAD 210 for further credit
Originally Developed:	April 2009
EDCO Approval:	May 2009
Chair's Approval:	

Course Schedule

Date

Topic

