



DE LA SALLE UNIVERSITY



MRKRESS – *Marketing Research for Statistics Majors*
Prerequisite: LINMODE, MULTIVA

Prerequisite to:

Instructor:
Consultation Hours:

Contact details:
Class Schedule and Room:

Course Description

This course is designed to help students learn the essential principles of **MARKETING RESEARCH**. It will provide students with the important concepts and skills in research design and analyses necessary for making sound marketing decisions. This course emphasizes the primary methodologies of market research

