CEED 213 Marketing Research Outcomes

This is a hands-on, skills oriented course. Upon completion of this course, students should be able to:

1. Understand the importance of The Marketing Concept.
2. Segment a Market into Target Markets;
3. Design a Marketing Research Study;
5. Perform Primary Research;
6. Analyze Research Results;
7. Understand and Apply Statistical Methods to Marketing Research.
8. Prepare a professional Marketing Research Report;
9. Deliver a professional Marketing Research Presentation.