

100-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	市場調查	Serial No. / ID	1437 / IRM4018
Dept.	人力資源暨公共關係學系	School System / Class	大學日間部3年1班
Lecturer	張秋蘭	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	No
Time / Place	(三)234 / B309	Language	Chinese

Introduction

This course explore how to think about marker research in the context of business decisions. Market research is only a means to the end of business suces.It aids in but never guarantee the achievement of profit. This course will introduce some essential market research techniques.

- Outline**
- 1.Planning for market research
 - 2.Secondary research
 - 3.The focus group
 - 4.Sampling
 - 5.Survey research
 - 6.Questionnaire design
 - 7.Experimentation
 - 8.Data analysis
 - 9.Combining research techniques into research strategies

Prerequisite

Statistics