

97-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	市場調查	Serial No. / ID	2139 / IRM4018
Dept.	人力資源暨公共關係學系	School System / Class	大學日間部3年2班
Lecturer	張景旭	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	NO
Time / Place	(一)56 / B309 (三)6 / B307	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
<ol style="list-style-type: none">1.Planning for market research2.Secondary research3.The focus group4.Sampling5.Survey research6.Questionnaire design7.Experimentation8.Data analysis9.Combining research techniques into research strategies

Prerequisite
Statistics