

COLLEGE OF CHEMISTRY COURSE GUIDE (../INDEX.HTML)

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UGBA 161 - MARKETING RESEARCH: DATA AND ANALYTICS (3 UNITS)

(Taken from the UC Berkeley Course Guide (<http://guide.berkeley.edu>))

COURSE OVERVIEW

SUMMARY

Marketing research objectives; qualitative research, surveys, experiments, sampling, data analysis.

PREREQUISITES

UGBA 106 ([bus106.html](#))

WORKLOAD

TIME COMMITMENT

3 hours of lecture per week.

UC Berkeley Course Guide (<http://guide.berkeley.edu>)

