

 학습목표

- 1.
- 2.
- 3.

 학습내용

- 1.
- 2.
- 3.
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1.

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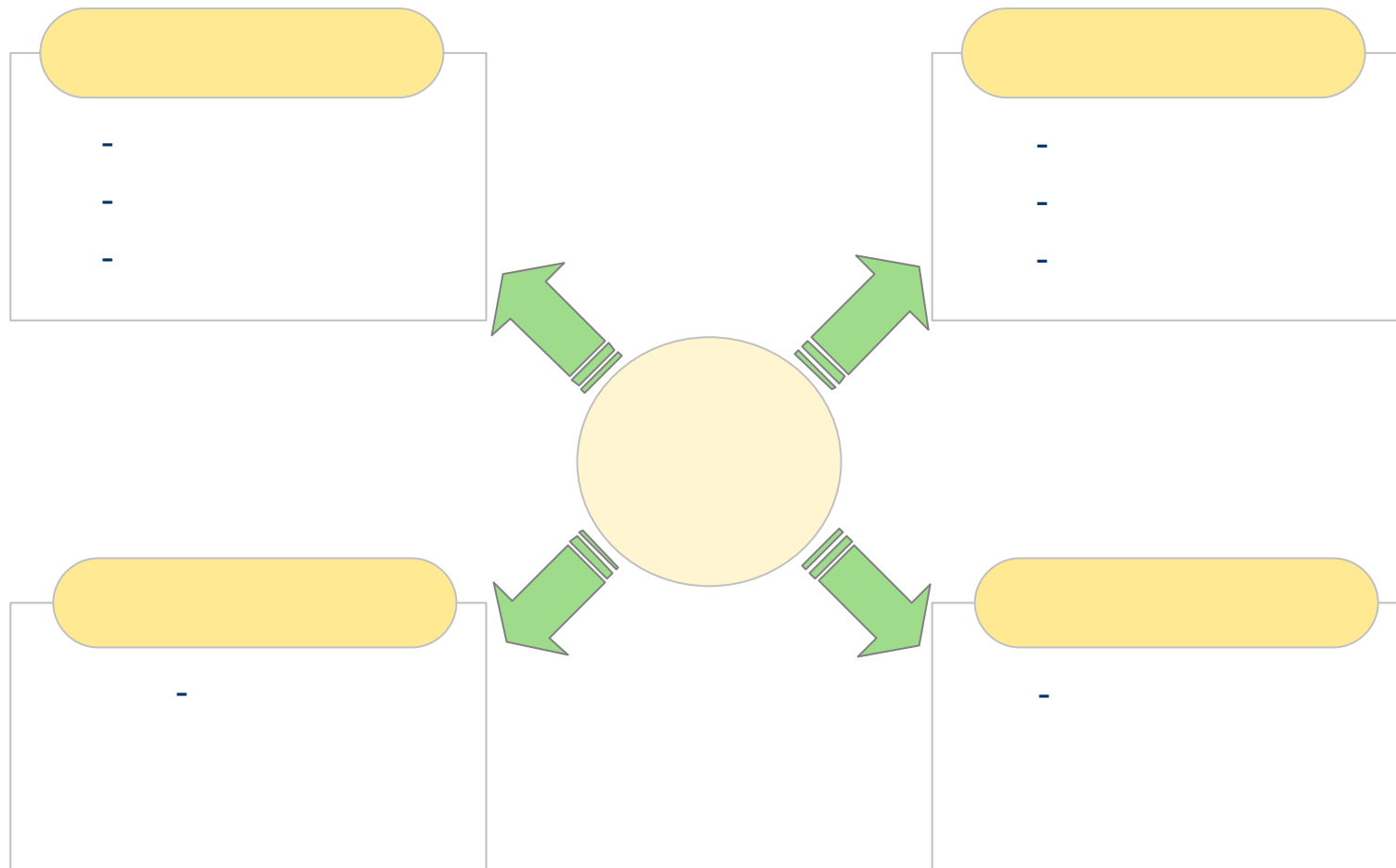
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- (Purchasing Power) (Buying Habit) .
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- (time series analysis) (cross sectional analysis)

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1) (Qualitative Survey)

(Qualitative Survey) - -	•F.G.I (Focus Group Interview) - - - 1 8 F.G.I Room
	• (Depth Interview) - 가 1 1:1

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2) (Quantitative Survey)

(Quantitative Survey) - 가 .	• - - , , 가 - , , ,
	• Gang Survey - - (,))

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2) (Quantitative Survey)

(Quantitative Survey) - 가 .	• C.L.T(Central Location Test) - , - 가
	• H.U.T (Home Usage Test) - 가

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a) 1

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(http://www.bok.or.kr)	GNP , , , ,
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	, LG , , ,
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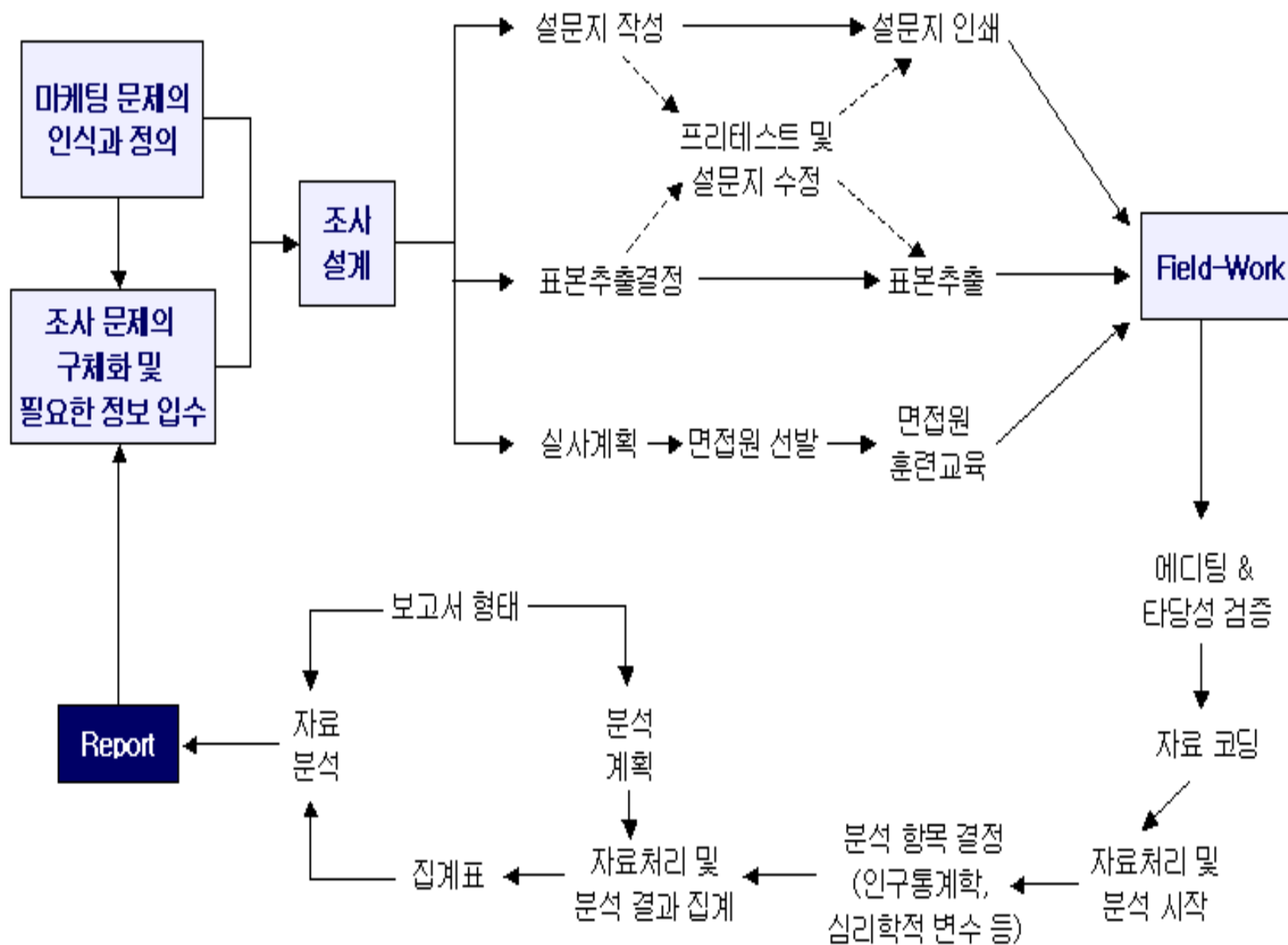
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	A.C.Nielsen Retail Index, TV
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- 가 (planning)

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2) 2 :

3) 3 :

4) 4 :

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5) 5 :

- (research design)
- (sampling)
- (questionnaire design)
- (pretest) , ,
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- (field work) ,

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6) 6 : ()

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(editing and coding)

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(preparation for analysis)

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7) 7 :

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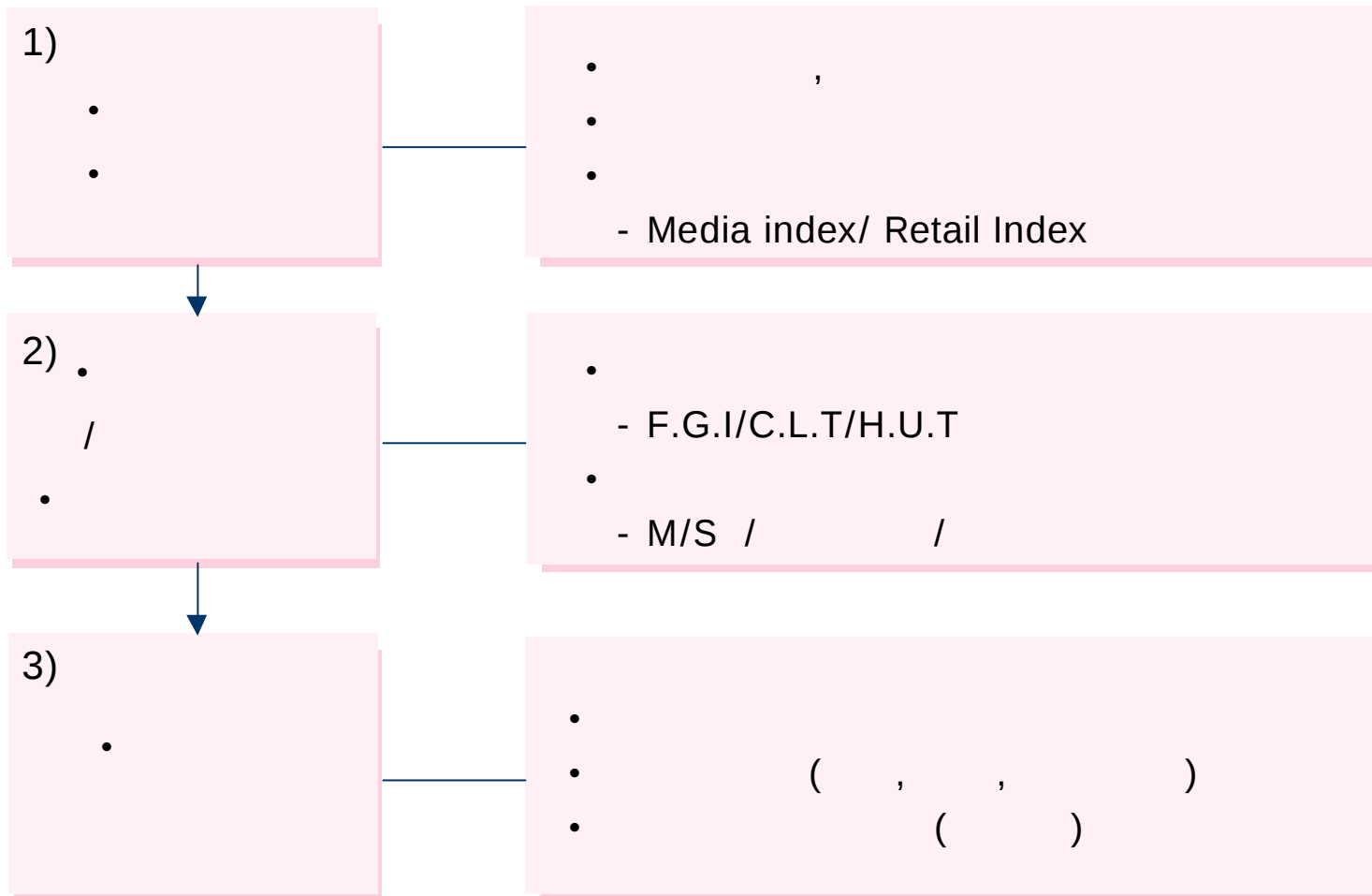
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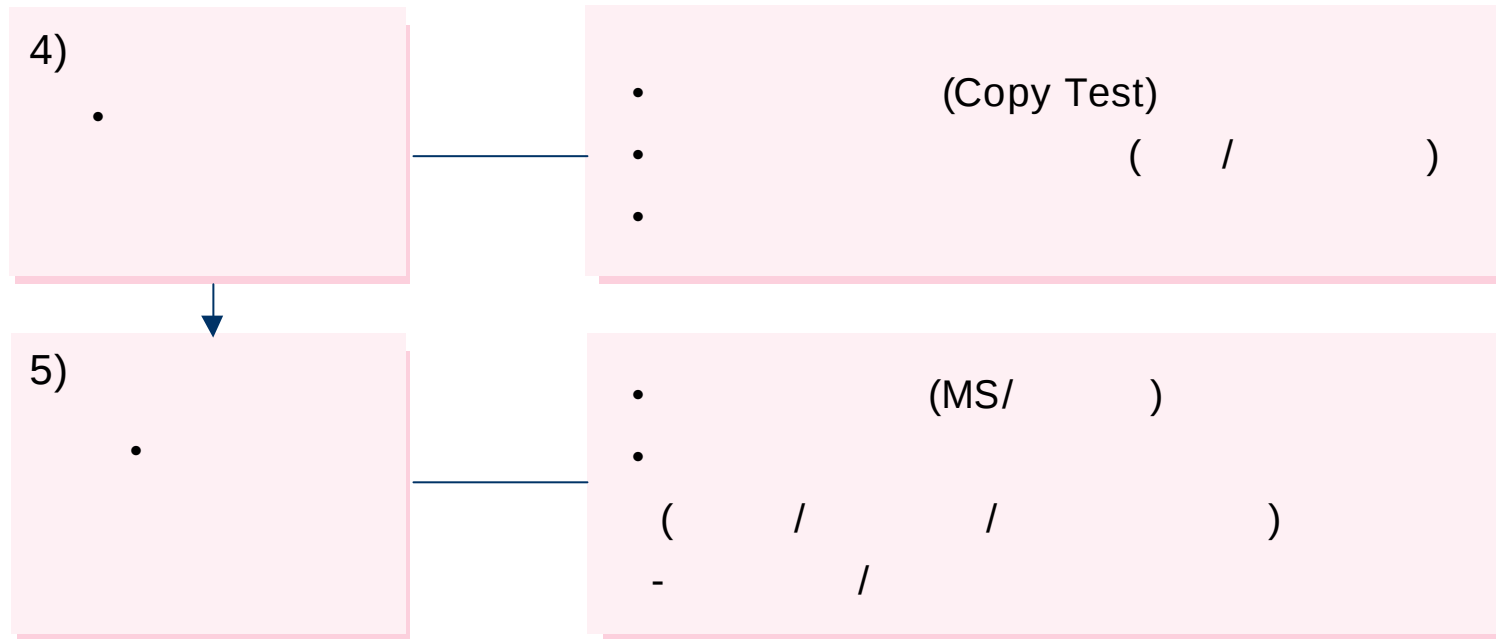
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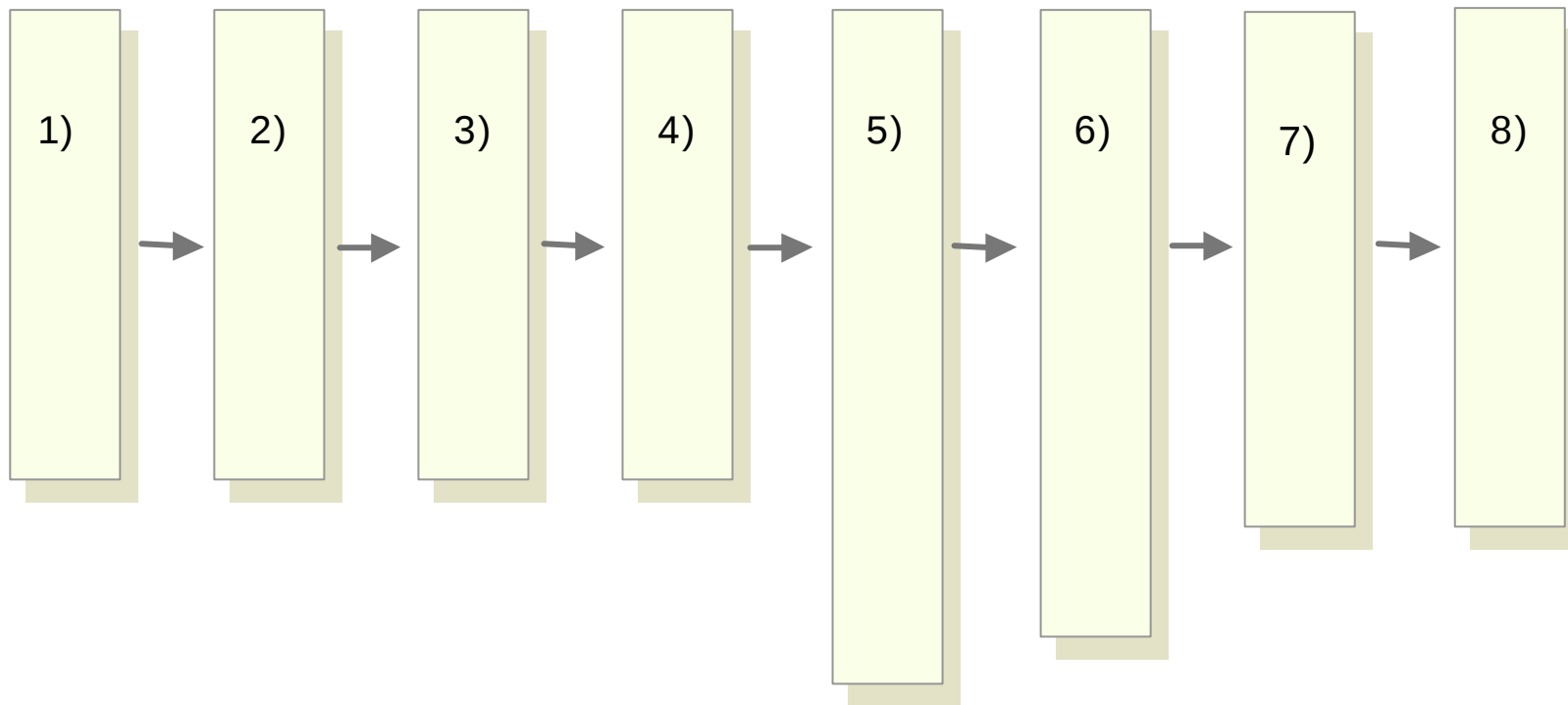
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(Field - Work)

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(Field-Work)		(Field Work)		
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5.	(SPSS) . PC
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7.	4 .
8.	[] • : 3,000 - (2 *200 *4) : 1,600 - (2 *100 *4) : 800 - (2 *100 *2) : 600 • : 3,500 - 2 : 400 - FGI : 400 - : 2,700 (3,000 / 2,000 / , 200) • : 500 • : 400 • :300  : 7,700

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$$* \quad \left(\begin{array}{c} \text{ } \\ \text{ } \end{array} \right) \quad : \quad \sim$$
[illegible]

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