

Mktg 664: Methodology II-Measurement & Scaling

The objectives of this course are to introduce the student to the foundations of scientific investigation, the procedures used in scale development, including assessment of validity and reliability, and, in turn, how this set of procedures is used to develop a scale for the measurement of a construct applicable to the student's area of research interest.

3 Credits

Instruction Type(s)

Lecture: Lecture for Mktg 664

Subject Areas

Marketing Research

Related Areas

- International Marketing
- Marketing/Marketing Management, General

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