

## Mktg 665: Causal Modeling in Marketing MARKETING

The art of constructing, estimating, and stimulating sets of relations representing processes, behaviors, or causal phenomena of intellectual interest in marketing.

3 Credits

## Instruction Type(s)

• Seminar: Seminar for Mktg 665

## **Subject Areas**

· Marketing Research

## **Related Areas**

- International Marketing
- Marketing/Marketing Management, General

