

Mktg 666: Advanced Marketing Research Methods

MARKETING

The objectives of this course are to review new and emerging research methodologies used in marketing and to allow the student to develop a depth of understanding of these approaches, which will permit the student to effectively use them in one's research and evaluate the research done by others.

3 Credits

Instruction Type(s)

- Seminar: Seminar for Mktg 666

Subject Areas

- [Marketing Research](#)

Related Areas

- [International Marketing](#)
- [Marketing/Marketing Management, General](#)

