

Mktg 666: Advanced Marketing Research Methods

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

<u>Marketing Research</u>

Related Areas

- International Marketing
- <u>Marketing/Marketing Management, General</u>

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