

Mktg 661: Research Seminar: Methodology I

The steps in the research process, including problem statement, hypothesis formulation and testing, design and analytical options of special relevance to field.

3 Credits

Instruction Type(s)

• Seminar: Seminar for Mktg 661

Subject Areas

<u>Marketing Research</u>

Related Areas

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

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