

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](#)

