Mktg 660: Applied Multivariate Statistics

MARKETING

A critical examination of the theory and assumptions underlying the major multivariate statistical techniques of multiple regression, discriminant analysis, canonical correlation, factor analysis, categorical data analysis, and multivariate analysis of variance. Also examined is what the literature says regarding the consequences of violating the assumptions and showing how the major statistical software packages can be used to test crucial assumptions.

3 Credits

Instruction Type(s)

- Lecture: Lecture for Mktg 660

Subject Areas

- Marketing Research

Related Areas

- International Marketing
- Marketing/Marketing Management, General

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