

Mktg 665: Causal Modeling in 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

<u>Marketing Research</u>

Related Areas

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

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