



## 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**

Marketing Research

## **Related Areas**

- International Marketing
- Marketing/Marketing Management, General

The University of Mississippi is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award certificates and baccalaureate, master's, specialist, and doctoral degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, call 404-679-4500, or visit online at www.sacscoc.org for questions about the accreditation.

