Mktg 760: Applied Quantitative Analysis

Marketing

This doctoral seminar focuses on the application of panel-data techniques and the assumptions underlying the models that give rise to them. Topics deal with violations of the regression assumptions, endogeneity, fixed effects, random effects models, probit and logit models, as well as structural equations. Special topics that are current in marketing research will be covered.

3 Credits

Instruction Type(s)

- Seminar: Seminar for Mktg 760

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.