

## Mktg 666: Advanced Marketing Research Methods Marketing

The objectives of this course are to review new and emerging research methodologies used in marketing and to allow the student to develop a depth of understanding of these approaches, which will permit the student to effectively use them in one's research and evaluate the research done by others. 3 Credits

## Instruction Type(s)

• Seminar: Seminar for Mktg 666

## **Subject Areas**

<u>Marketing Research</u>

## **Related Areas**

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

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.

