

Mktg 664: Methodology II-Measurement & Scaling Marketing

The objectives of this course are to introduce the student to the foundations of scientific investigation, the procedures used in scale development, including assessment of validity and reliability, and, in turn, how this set of procedures is used to develop a scale for the measurement of a construct applicable to the student's area of research interest.

3 Credits Instruction Type(s)

• Lecture: Lecture for Mktg 664

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.

