

# Mktg 661: Research Seminar: Methodology I

## Marketing

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](#)

