

# 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](#)

