

Marketing Research

- Mktg 525: Marketing Research
- <u>Mktg 660: Applied Multivariate Statistics</u>
- <u>Mktg 661: Research Seminar: Methodology I</u>
- <u>Mktg 664: Methodology II-Measurement & Scaling</u>
- <u>Mktg 665: Causal Modeling in Marketing</u>
- <u>Mktg 666: Advanced Marketing Research Methods</u>
- <u>Mktg 671: Preparing Research Proposals</u>
- <u>Mktg 760: Applied Quantitative Analysis</u>
- <u>Mktg 764: Seminar in Marketing/Business Ethics</u>
- <u>Mktg 769: Theoretical Foundations of Marketing</u>
- <u>Mktg 771: Experimental Design & Analysis</u>
- Mktg 772: Qualitative Research Methods

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