

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>
- <u>Mktg 772: Qualitative Research Methods</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.

