

Mktg 671: Preparing Research Proposals

Marketing

The goal of this course is to prepare students to begin serious development of their dissertation and to stimulate interest in research and publication. Topics covered include basic research design; review of methods of collecting data in library, field, and laboratory settings; data analysis; research funding; costing; and reporting.

3 Credits

Instruction Type(s)

- Seminar: Seminar for Mktg 671

Subject Areas

- [Marketing Research](#)

Related Areas

- [International Marketing](#)
- [Marketing/Marketing Management, General](#)

