

## 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

