

## Mktg 665: Causal Modeling in Marketing [Marketing](#)

The art of constructing, estimating, and stimulating sets of relations representing processes, behaviors, or causal phenomena of intellectual interest in marketing.

3 Credits

### Instruction Type(s)

- Seminar: Seminar for Mktg 665

### Subject Areas

- [Marketing Research](#)

### Related Areas

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

