

Mktg 660: Applied Multivariate Statistics Marketing, Analytics & Prof Sales

A critical examination of the theory and assumptions underlying the major multivariate statistical techniques of multiple regression, discriminant analysis, canonical correlation, factor analysis, categorical data analysis, and multivariate analysis of variance. Also examined is what the literature says regarding the consequences of violating the assumptions and showing how the major statistical software packages can be used to test crucial assumptions.

3 Credits Instruction Type(s)

• Lecture: Lecture for Mktg 660

Subject Areas

Marketing Research

Related Areas

- International Marketing
- Marketing/Marketing Management, General

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.

