

Mktg 671: Preparing Research Proposals

[Marketing, Analytics & Prof Sales](#)

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](#)

