

## **Mktg 771: Experimental Design & Analysis**

### **Marketing, Analytics & Prof Sales**

Randomized experiments are critical tools for testing theory and highlighting managerial implications in marketing research. This seminar focuses on how to appropriately design experiments, as well as how to appropriately collect, analyze, and report experimental data, in order to expand marketing theory and practice.

3 Credits

### **Instruction Type(s)**

- Lecture: Lecture for Mktg 771

### **Subject Areas**

- [Marketing Research](#)

### **Related Areas**

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

