

Marketing Research • Mktg 525: Marketing Research • Mktg 660: Applied Multivariate Statistics

- Mktg 661: Research Seminar: Methodology I
- Mktg 664: Methodology II-Measurement & Scaling
- <u>Mktg 665: Causal Modeling in Marketing</u>
- Mktg 666: Advanced Marketing Research Methods
- Mktg 671: Preparing Research Proposals
- Mktg 760: Applied Quantitative Analysis
- Mktg 764: Seminar in Marketing/Business Ethics
- Mktg 769: Theoretical Foundations of Marketing
- Mktg 771: Experimental Design & Analysis
- Mktg 772: Qualitative Research Methods

Marketing Research | Fall 2024-25

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