

## **Marketing Research**

- Mktg 525: Marketing Research
- Mktg 660: Applied Multivariate Statistics
- Mktg 661: Research Seminar: Methodology I
- Mktg 664: Methodology II-Measurement & Scaling
- Mktg 665: Causal Modeling in Marketing
- 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

