

Mktg 665: Causal Modeling in Marketing Marketing, Analytics & Prof Sales

The art of constructing, estimating, and stimulating sets of relations representing processes, behaviors, or causal phenomena of intellectual interest in marketing.

3 Credits

Instruction Type(s)

• Seminar: Seminar for Mktg 665

Subject Areas

Marketing Research

Related Areas

- International Marketing
- Marketing/Marketing Management, General

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