

Mktg 664: Methodology II-Measurement & Scaling

[Marketing, Analytics & Prof Sales](#)

The objectives of this course are to introduce the student to the foundations of scientific investigation, the procedures used in scale development, including assessment of validity and reliability, and, in turn, how this set of procedures is used to develop a scale for the measurement of a construct applicable to the student's area of research interest.

3 Credits

Instruction Type(s)

- Lecture: Lecture for Mktg 664

Subject Areas

- [Marketing Research](#)

Related Areas

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

