

## Mktg 661: Research Seminar: Methodology I Marketing, Analytics & Prof Sales

The steps in the research process, including problem statement, hypothesis formulation and testing, design and analytical options of special relevance to field.

3 Credits

## **Instruction Type(s)**

• Seminar: Seminar for Mktg 661

## **Subject Areas**

• Marketing Research

## **Related Areas**

- International Marketing
- Marketing/Marketing Management, General

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