

## 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

