Mktg 671: Preparing Research Proposals

Marketing, Analytics & Prof Sales

The goal of this course is to prepare students to begin serious development of their dissertation and to stimulate interest in research and publication. Topics covered include basic research design; review of methods of collecting data in library, field, and laboratory settings; data analysis; research funding; costing; and reporting.

3 Credits

Instruction Type(s)

- Seminar: Seminar for Mktg 671

Subject Areas

- Marketing Research

Related Areas

- International Marketing
- Marketing/Marketing Management, General

The University of Mississippi is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award certificates and baccalaureate, master's, specialist, and doctoral degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, call 404-679-4500, or visit online at www.sacscoc.org for questions about the accreditation.