

Mktg 760: Applied Quantitative Analysis Marketing, Analytics & Prof Sales

This doctoral seminar focuses on the application of panel-data techniques and the assumptions underlying the models that give rise to them. Topics deal with violations of the regression assumptions, endogeneity, fixed effects, random effects models, probit and logit models, as well as structural equations. Special topics that are current in marketing research will be covered.

3 Credits

Instruction Type(s)

• Seminar: Seminar for Mktg 760

Subject Areas

Marketing Research

Related Areas

- International Marketing
- Marketing/Marketing Management, General

am I