

## Mktg 665: Causal Modeling in Marketing

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

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