

## Mktg 771: Experimental Design & Analysis

Randomized experiments are critical tools for testing theory and highlighting managerial implications in marketing research. This seminar focuses on how to appropriately design experiments, as well as how to appropriately collect, analyze, and report experimental data, in order to expand marketing theory and practice.

3 Credits

## Instruction Type(s)

Lecture: Lecture for Mktg 771

## Subject Areas

Marketing Research

## **Related Areas**

- International Marketing
- <u>Marketing/Marketing Management, General</u>

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.

