

Mktg 661: Research Seminar: Methodology I

[Marketing](#)

The steps in the research process, including problem statement, hypothesis formulation and testing, design and analytical options of special relevance to field.

3 Credits

Instruction Type(s)

- Seminar: Seminar for Mktg 661

Subject Areas

- [Marketing Research](#)

Related Areas

- [International Marketing](#)
- [Marketing/Marketing Management, General](#)

