

## **Mktg 665: Causal Modeling in Marketing**

### **[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](#)

