

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

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.

