

Mktg 760: Applied Quantitative Analysis Marketing

This doctoral seminar focuses on the application of panel-data techniques and the assumptions underlying the models that give rise to them. Topics deal with violations of the regression assumptions, endogeneity, fixed effects, random effects models, probit and logit models, as well as structural equations. Special topics that are current in marketing research will be covered.

3 Credits

Instruction Type(s)

- Seminar: Seminar for Mktg 760

Subject Areas

- [Marketing Research](#)

Related Areas

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

