

# Mktg 665: Causal Modeling in Marketing Marketing, Analytics & Prof Sales

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

<u>Marketing Research</u>

### **Related Areas**

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

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