MKT6363 - Advanced Marketing Research with SAS

MKT 6363 Advanced Marketing Research with SAS (3 semester credit hours) An overview of marketing research with an emphasis on statistical analysis of marketing data sets using the SAS statistical package. This course will provide fundamental grounding in the interface between the SAS data step, which is the environment for accessing, structuring, formatting and manipulating data, and SAS procedures, including: summarize, analyze, and display. Special attention will be given to marketing data collection and analysis with an emphasis on demand forecasting and customer segmentation. (3-0) Y