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Advertising Research, 27 (October-November), 54-62. 17. Mackenzie, Scott B., Richard J. Lutz, and George E. Belch (1986), "The Role Of Attitude Toward The Ad As A Mediator Of Advertising Effectiveness: A Test Of Competing Explanations" Journal Of Marketing Research, 23 (2), Pp. 130-143. Apr 2th, 2024

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MKTG 565 Data-driven Marketing (DDM) Marketing Strategy. We Will Focus On Secondary Data, I.e., Data That Originates From Consumer Behavior. Examples For Secondary Data Are Aggregate Market Data (e.g., Car Sales Data), Disaggregate Panel Data (e.g., Consumer Grocery Shopping Data) And Individual Level Data (e.g., Clickstream Data That Tracks Consumers Behavior Online). May 3th, 2024.

MKTG 320-01 (20562) Marketing Research TR 1:40 2:55 Pm ... 1. To Develop A Sense Of Organization, Purpose, Ethical Considerations, And Caution In Planning And Carrying Out Projects Designed To Generate Information For Use In Marketing Decisions. The Scientific Process Will Be Stressed. 2. To Familiarize The Student With A Variety Of Popular Techniques Used In The Collection And Analysis Of Jan 2th, 2024

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