



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## SYLLABUS DEL CORSO

### Statistica per il Marketing

1920-3-E1801M046

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#### Learning objectives

The course aims to present to students the main techniques both in inference and in multivariate statistics, in order to use them to solve decisional problems in the marketing business area.

Particular attention is paid to real aspects which can be encountered by the firm, in the solution of complex problems.

#### Contents

Complements in Statistics: 6 credits, 35 hours of theoretical lectures and 12 hours of practical lectures, about INFERENCE

Quantitative Market Analysis: 5 credits, 35 hours of theoretical lectures, about MULTIVARIATE STATISTICS

#### Detailed program

See the syllabus of both the units of the course: complements in statistics and quantitative market analysis.

## **Prerequisites**

uni-variate and bi-variate descriptive statistics.

## **Teaching methods**

See the syllabus of both the units of the course: complements in statistics and quantitative market analysis.

## **Assessment methods**

A written theme, consisting both in exercises and applications, and in theoretical questions. After that, the student will have a theoretical talk about the course program.

## **Textbooks and Reading Materials**

See the syllabus of both the units of the course: complements in statistics and quantitative market analysis.

## **Semester**

First semester

## **Teaching language**

Italian

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