



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Analisi di Mercato

1920-3-E4101B021

Learning objectives

The course aims at providing the knowledge needed to conduct market research and analyse data from primary and secondary data sources, providing information supporting management decisions. By the end of the course, students are expected to acquire:

- the knowledge of the data sources that can be used to meet information needs;
- the knowledge of the stages of market research;
- the knowledge of the data collection techniques;
- the ability to apply statistical methods to data;
- the ability to interpret results and provide information supporting management decisions.

Contents

The course covers the statistical methods for market analysis, discussing the rationale behind the application of statistical methods to real business cases. The essential steps of a market research are discussed: definition of objectives, choice of sources of primary and secondary data, sampling design, collection of data, elaboration of data. The course also deals with the statistical analyses which are useful for market segmentation, brand positioning and launch of new products. The statistical techniques for sales forecast are explored.

Detailed program

1. Market research:

- a. definitions, purposes and limits of market research;
- b. data sources for market research;
- c. case studies related to market research;
- d. phases of market research.

2. Statistical surveys in market research:

- a. the sampling designs for market research;
- b. the role of non-sampling errors;
- c. data collection methods and questionnaire design;
- d. the assessment of the costs of market surveys.

3. Statistical analysis of target market:

- a. scopes of market segmentation and statistical analysis of consumer needs;
- b. brand positioning;
- c. launch of a new product - brainstorming;
- d. market test for the development of a new product;
- e. estimation of sales potential of a new product;
- f. monitoring methods after the launch of a new product.

4. Statistical analysis of consumer buying behaviour:

- a. statistical indicators for the analysis of consumption;

- b. association rules;
- c. classification methods.

5. Sales forecast

- a. decomposition models for sales forecast;
 - b. exponential smoothing for sales forecast;
 - c. forecasting methods for irregular time series of sales data.
-

Prerequisites

Basic knowledge of statistics is recommended.

Teaching methods

The course is structured in frontal lectures, with the inclusion of the discussion of real business cases. Lecture slides and other learning materials are available on the e-learning platform of the course.

Assessment methods

The assessment of learning outcomes consists of a mandatory written exam and an optional oral exam. Only students who passed the written exam can take the oral exam.

Exam contents.

The written exam is broken down into two parts:

- The first part comprises short-answer questions about all topics of the course.
- The second part comprises i) an open-ended question about a specific topic of the course, ii) an exercise in which students are asked to apply statistical methods for market analysis and to interpret the results.

The oral exam covers all topics of the course.

Assessment criteria.

The exam score is on a 30-point scale. The passing score for the written exam is 18/30. Only students who passed the written exam (mandatory) can take the oral exam (optional). The final score is on a 30-point scale.

Textbooks and Reading Materials

Ricerche di marketing. Metodologie e tecniche per le decisioni strategiche e operative di marketing. Autori: L. Molteni, G. Troilo; anno di pubblicazione: 2012. Editore: Egea.

Semester

The course takes place in the second module of the first semester.

Teaching language

Italian
