



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Quantitative Market Analysis (advanced)

2021-2-F7702M035-F7702M077M

Learning objectives

Acquire the statistical tools of market analysis and the related application methods, to approach and solve some identified marketing problems that arise in the company.

Market research techniques and multidimensional statistical methodologies for data analysis will be discussed. Particular attention will be dedicated to the business application areas, to the aspects inherent to the collection, processing and communication of data, as well as to the study and analysis of business cases.

Contents

- Evolution of market analysis methodologies
- Market Demand Analysis (Segmentation and Customer Satisfaction)
- Analysis of the company offer (Positioning of brands and products with factor analysis)
- Launch of new products (Conjoint analysis) in the company

Detailed program

Evolution of market analysis methodologies.

- Market Research Process. Investigation plan. Construction of the Questionnaire. Contact techniques and online research. Evaluation and measurement scales. Interpretation of research results.
- Behavioral segmentation on the basis of qualitative characters (Belson decision tree)
- Methods and models for evaluating and interpreting Customer Satisfaction
- Factorial methods (Factor analysis and Multidimensional scaling) for the positioning of brands / products in the perceptual map.
- Conjoint Analysis for the launch of new products.

Prerequisites

Knowledge of basic statistics, inferential statistics

Teaching methods

The entire training activity will be carried out through lessons.

In addition, real cases will be discussed in the classroom on which students will be invited to propose solutions

Assessment methods

The exam concerning the part of this teaching module is Oral.

The test is aimed at evaluating the knowledge and understanding of the main methods under study, together with the student's ability to apply in practice the statistical methodologies of the discipline learned and to be able to make connections between the various methods illustrated in class.

Textbooks and Reading Materials

- De Luca A. (2017), Le ricerche di mercato; Franco Angeli, 5a ediz.
- De Luca A. (2016), Modelli di marketing; Franco Angeli

Semester

Second semester

Teaching language

Italian
