UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Quantitative Market Analysis - 2

2122-3-E1801M046-E1801M065M-T2

Learning objectives

The course aims to provide tools for market analysis and to show, through cases, how statistical methods allow to face and solve some business problems. Methodologies, investigation techniques and data analysis will be illustrated. Particular attention is paid to the areas of application in the Business to Customer area, the aspects related to the collection, processing and communication of data and the study of business cases.

Contents

-Marketing and Market Research

-Database and Sources of Data

-Survey Design

-Customers Segmentation

Detailed program

-Marketing and Market Research

-Database and Sources of Data

-Survey Design

-Customers Segmentation

Prerequisites

None

Teaching methods

Taught class

Lessons will be in the classroom and/or via streaming according to University guideline https://en.unimib.it/about-us/covid-19/covid-19-safety-instructions

Assessment methods

The exam consists of a test with multiple answers and exercises

Exams will be in the classroom and/or via streaming according to University guideline https://en.unimib.it/about-us/covid-19/covid-19-safety-instructions

Textbooks and Reading Materials

Marbarch G. (2006) Le ricerche per il marketing. Utet

Zani S., Cerioli A (2007) Analisi dei dati e datamining per le decisioni aziendali. Giuffrè Editore

Semester

1

Teaching language

Italian