

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

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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
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

