SYLLABUS DEL CORSO

Analisi di Mercato Quantitative

2122-2-F8204B008-F8204B011M

Learning objectives

Performing a market analysis means considering a variety of practical and technical aspects related to business enviroment and to quantitative measurement applied in real contexts. The discipline employs tool typical of multivariate statistics (such as factorial analysis, classification, forecasts), to develop marketing strategies for shops, to plan specific actions for clients segments and to make brads positioning of market competition. The course aims to guide the student in the selection and learning of statistical tools, with a focus on the interpretation of results in a marketing perspective

Contents

- Market analysis in the world 3.0

- The research process. Construction of a market analysis

- Business Analytics

 -Models and Measurement of Customer Satisfaction

- Market segmentation

Detailed program

-The Market Analysis in the World 3.0 Opportunities and Challenges. Big Data.

- The research process. Construction of an analysis. Collection of information. The construction of the

questionnaire.

- The selection of units. Non-sampling errors and corrective actions - Missing data.

-Models and Measurement of Customer Satisfaction. Factorial methods.

- Market segmentation. Cluster Analysis. Conjoint analysis

Prerequisites

Knowledge of basic and inferential statistics.

Teaching methods

Taught class

Assessment methods

The exam consists of a test with multiple answers and exercises

During the course a project will be carried out on real data

Textbooks and Reading Materials

? Molteni L. (1993) L'Analisi Multivariata nelle ricerche di Marketing. Egea

? Brasini S., Freo M., Tassinari F., Tassinari G. (2010) Marketing e Pubblicità. Il Mulino

? Marbach G. (2016) Le migliori pratiche nelle ricerche di marketing. Rogiosi

? Bolasco S. (1999) Analisi Multidimensionale dei dati. Carocci

Semester

2

Teaching language

Italian