UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Market Analysis

2223-3-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.
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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. market potential estimation;

b. market segmentation;

c. brand positioning;

d. launch of a new product;

e. market tests;

f. analysis of market share for a brand or product.

4. Statistical analysis of consumer buying behaviour:

a. brand switching analysis;

b. market basket analysis;

c. clickstream analysis;

d. naive Bayes classifier.

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.

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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.

Assessment methods

The assessment of learning outcomes consists of a written exam (mandatory) and an oral exam (optional) on the topics covered in the course.

Assessment criteria.

The exam 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.

Lecture slides and other learning materials are available on the e-learning platform of the course.

Semester

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

Teaching language

Italian

Sustainable Development Goals

RESPONSIBLE CONSUMPTION AND PRODUCTION