



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## SYLLABUS DEL CORSO

### Analisi di Mercato Quantitative

2223-2-F8204B008-F8204B011M

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#### Learning objectives

Performing a market analysis means considering a variety of practical and technical aspects related to business environment 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**

The lessons will be in presence according to the class schedule.

## **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**

## **Teaching language**

Italian

## **Sustainable Development Goals**

QUALITY EDUCATION

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