



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## **COURSE SYLLABUS**

### **Statistical Methods in Marketing**

2223-1-F7702M038-F7702M103M

---

**Learning objectives**

**Contents**

**Detailed program**

**Prerequisites**

**Teaching methods**

**Assessment methods**

**Textbooks and Reading Materials**

**Semester**

**Teaching language**

**Sustainable Development Goals**

---