UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Laboratory of Methods

2324-1-F5106P034

Learning area

Experiential learning

Learning objectives

Knowledge and understanding

Qualitative module

- The demand analysis; The qualitative research project; The choice of the method: focus group and/or qualitative interview; Planning data collection

Quantitative module

- Identifying the correct analysis to be performed among a Principal Component Analysis, a Regression, and Analysis of Variance to test an hypothesis; Identifying variables to run analysis

Applying knowledge and understanding

Qualitative module

- To write a qualitative marketing research project; To conduct a focus group/qualitative interview; To present a research project

Quantitative module

- Running a Principal Component Analysis, a Regression, and Analysis of Variance in SPSS; Interpreting

Results

Contents

Detailed program

Prerequisites

Teaching methods

Assessment methods

Textbooks and Reading Materials

Sustainable Development Goals

QUALITY EDUCATION