COURSE SYLLABUS

Quantitative Analyses of Companies for Marketing

2324-2-F7702M035

Learning objectives

The course (10 credits) aims at providing the knowledge needed to perform market analyses and to design experiments for providing information supporting management decisions. By the end of the course, students are expected to acquire the knowledge of the data sources useful to meet information needs, the ability to apply statistical methods to data, the ability to correctly interpret results.

Contents

Part of Quantitative Market Analysis:

- data sources;
- analysis of purchasing behaviour;
- analysis of target market;
- sales forecasting.

Part of Design of Experiments for Marketing:

- survey designs;
- single factor experimental designs
- multiple factor experimental designs

Detailed program

Part of Quantitative Market Analysis:

- data sources and collection;
- analysis of purchasing behaviour;
- analysis of target market;
- sales forecasting.

Part of Design of Experiments for Marketing:

- survey designs;
- single factor experimental designs
- multiple factor experimental designs

Prerequisites

None; nevertheless, a basic knowledge of statistics is recommended.

Teaching methods

The course is structured in frontal lectures. Lecture slides and other learning materials are available on the e-learning platform of the course.

Assessment methods

The assessment of learning outcomes consists of a written exam.
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: 2022. Editore: Egea.

Semester

The course is annual. Quantitative Market Analysis is held in the first semester, Design of Experiments for Marketing is held in the second semester.

Teaching language

Italian

Sustainable Development Goals

QUALITY EDUCATION | RESPONSIBLE CONSUMPTION AND PRODUCTION