UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Quantitative Market Analysis (advanced)

2324-2-F7702M035-F7702M077M

Learning objectives

The course aims at providing the knowledge needed to perform market analyses and to 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 useful to meet information needs;

- the knowledge of the phases of a market analysis;

- the ability to apply statistical methods to data;

- the ability to correctly interpret results.

Contents

The course covers the statistical methods for quantitative market analyses, discussing the rationale behind the application of statistical methods to real business cases. The essential steps of a market analysis are discussed: definition of objectives, choice of sources of primary and secondary data, collection of data, elaboration of data, interpretation of results. The course deals with the statistical analyses of purchasing behaviour and target market. The statistical techniques for demand forecasting are described.

Detailed program

1. Quantitative market analyses:

a. definitions and purposes of a market analysis;

b. phases of a market analysis;

c. data sources for market analyses.

2. Analysis of target market:

a. market potential estimation;

b. brand positioning;

c. launch of a new product;

d. market share analysis.

3. Analysis of purchasing behaviour:

a. customer segmentation;

b. brand switching analysis.

4. Demand forecasting:

a. time series analysis for sales forecasting;

Prerequisites

None; nevertheless, a 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. 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.

Exam purposes

The written exam assesses the level of knowledge of the course topics, the ability to apply statistical methods for market analysis and the interpretation of results.

Exam contents

Written exam is broken down into two parts:
- The first part comprises short-answer questions about all topics of the course.
- The second part comprises i) an open-ended question about a specific topic of the course, ii) an exercise in which students are asked to apply statistical methods for market analysis and to interpret the results.

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: 2022. Editore: Egea.

Semester

First semester

Teaching language

Italian

Sustainable Development Goals

RESPONSIBLE CONSUMPTION AND PRODUCTION