UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Statistical Methods in Marketing

2324-1-F7702M038-F7702M103M

Learning objectives

The course aims to introduce the student to statistical techniques for data analysis.

Contents

The fundamental concepts of probability theory and statistical inference will be introduced throughout the course, with additional insights on the linear regression model.

Detailed program

1. Probability Theory

- Definition of probability, axioms, and properties
- Random variables
- Law of large numbers and central limit theorem

2. Inference

- Random samples and sampling distributions
- Theory of estimation
- Hypothesis testing and confidence intervals

3. Linear Regression Models

- Model construction and inference

Prerequisites

Basic knowledge of Mathematical Analysis concepts (study of functions, matrices, summations, and products).

Teaching methods

Frontal lessons and exercises carried out in class (with some references to the use of statistical softwares).

Assessment methods

Written exam

Textbooks and Reading Materials

Statistica per le decisioni. Domenico Piccolo. Il Mulino.

Semester

Teaching language

Italian

Sustainable Development Goals