UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Quantitative Analyses of Companies for Marketing

2425-2-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;
- linear models;
- generalized linear models.

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;
- linear models;
- generalized linear models.

Prerequisites

A solid knowledge of descriptive and inference statistics is recommended.

Teaching methods

The course consists of 70 hours of frontal lessons.

Assessment methods

The assessment of learning outcomes consists of a written exam including open questions, closed-ended questions and exercises.
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.
Piccolo, D. Statistica per le decisioni. Il mulino, terza edizione, 2020.
Dean, A., Voss, D., Dragulji?, D. Design and Analysis of Experiments (Springer Texts in Statistics) 2nd ed. 2017.
Montgomery, D. C., Progettazione e analisi degli esperimenti, 2005.

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