SYLLABUS DEL CORSO

Analisi Quantitative di Mercato (c.p.)

2425-2-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

A solid knowledge of basic statistics is recommended.

Teaching methods

The course consists of 35 hours, 25 of which are of frontal lessons in presence and 10 hours are of frontal remote lessons.

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
The written exam includes open questions, closed-ended questions and exercises.

Assessment criteria
The exam score is on a 30-point scale.

Textbooks and Reading Materials

Statistica per analisi di mercato. Autori: F. Bassi, S. Ingrassia, anno di pubblicazione 2022. Editore: Pearson.

Lecture slides and other learning materials are available on the e-learning platform of the course.

Semester

First semester

Teaching language

Italian

Sustainable Development Goals

QUALITY EDUCATION