



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Market Research

2425-2-F8204B008-F8204B011M

Learning objectives

Performing a market analysis means considering a variety of practical and technical aspects related to business environment and to quantitative measurement applied in real contexts. The discipline employs tool typical of multivariate statistics (such as factorial analysis, classification, forecasts), to develop marketing strategies for shops, to plan specific actions for clients segments and to make brands positioning of market competition. The course aims to guide the student in the selection and learning of statistical tools, with a focus on the interpretation of results in a marketing perspective

Contents

- Market analysis in the world 3.0
- The research process. Construction of a market analysis
- Business Analytics

-Models and Measurement of Customer Satisfaction

- Market segmentation

Detailed program

-The Market Analysis in the World 3.0 Opportunities and Challenges. Big Data.

- The research process. Construction of an analysis. Collection of information. The construction of the questionnaire.
- The selection of units. Non-sampling errors and corrective actions - Missing data.

-Models and Measurement of Customer Satisfaction. Factorial methods.

- Market segmentation. Cluster Analysis. Conjoint analysis

Prerequisites

No prerequisites are required. However, knowledge of the topics covered in the multivariate statistical analysis, sample theory and economic statistics courses is recommended.

Teaching methods

Teaching with frontal hours and exercise activities

12 didactic lessons carried out in person

2 3-hour interactive teaching activities carried out in person

2 3-hour exercise activities carried out in person

Assessment methods

The exam consists of two assessments:

1. written test consisting of 5 true/false questions on different topics covered in the course and two exercises.
2. presentation of a project based on data provided by the teacher. The project can also be done in a group.

Optional activities

In the course, two case studies will be presented, which can also be tackled in groups.

Engaging in these activities will help students prepare for the final exam.

The evaluation of the case studies will contribute to the final grade.

Textbooks and Reading Materials

? Molteni L. (1993) L'Analisi Multivariata nelle ricerche di Marketing. Egea

? Brasini S., Freo M., Tassinari F., Tassinari G. (2010) Marketing e Pubblicità. Il Mulino

? Marbach G. (2016) Le migliori pratiche nelle ricerche di marketing. Rogiosi

? Bolasco S. (1999) Analisi Multidimensionale dei dati. Carocci

Semester

2

Teaching language

Italian

Sustainable Development Goals

QUALITY EDUCATION
