



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Market Research

2526-2-F8204B008-F8204B011M

Learning objectives

The course aims to develop advanced competencies in economic statistics applied to consumer behaviour, with particular focus on the market research. Students will acquire skills in processing and interpreting quantitative and qualitative data through the design and implementation of statistical surveys, with specific attention to data quality, questionnaire construction, and handling of non-responses (Dublin Descriptors 1 and 2: Knowledge and understanding, Applying knowledge and understanding).

The course also provides tools for applying multivariate statistical techniques—such as cluster analysis and conjoint analysis—for market segmentation and customer satisfaction measurement. The activities are designed to strengthen students' ability to integrate statistical models with complex information sources in order to support strategic decision-making in business and marketing, in line with the professional profiles envisaged by the Master's degree program (Dublin Descriptors 2, 3, 4 and 5: Applying knowledge and understanding, Making judgements, Communication skills, Learning skills).

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

Examination

The exam consists of two assessments:

1. A written test including 5 true/false questions on various topics covered during the course, and 2 exercises.
2. A project presentation based on data provided by the instructor. The project may also be carried out in groups.

Optional Activities

During the course, two case studies will be presented and may also be completed in groups.

Completing 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
- Ingrassia S., Bassi F. (2022) Statistica per l'Analisi di Mercato. Pearson

Semester

2

Teaching language

Italian

Sustainable Development Goals

QUALITY EDUCATION
