

| Responsible teacher | Name Surname | Email address |
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| | Silvestro Montrone | silvestro.montrone @ uniba.it |

| Formative creed detail | Scope disciplinary | SSD | Credits |
|------------------------|-----------------------|-----------|---------|
| | Statistics | SECS-S0/1 | Six |

| Main information on teaching | |
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| Title teaching | Statistical Methods for Market Research |
| Study course | Master's Degree in <i>Planning and Management of Tourism and Cultural Systems</i> |
| Formative credits | Six |
| English name | Statistical Methods for Market Research |
| Frequency obligation | It is strongly recommended |
| Delivery language | Italian |

| Delivery mode | |
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| Delivery period | First semester |
| Year of study | Second |
| Delivery mode | Frontal lessons |

| Teaching organization | |
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| Total hours | 42 |
| Hours of lectures | 32 |
| Hours of exercises and workshops | 10 |

| Calendar | |
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| Beginning of educational activities | 23 September 2019 |
| End of teaching activities | 15 December 2019 |

| Syllabus | |
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| Prerequisites | A basic knowledge of descriptive and inferential statistics is required. However it is provided reminders Getting the to fill any gaps of students from humanities courses |

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| <p>Expected learning outcomes (declines you with respect to the Dublin Descriptors)</p> | <p>The course aims to provide knowledge and skills for the statistical analysis of quantitative data deriving from market analysis and / or customer surveys. In particular the target to be reached will cover the design of the surveys, with particular reference to those sample, the data organization, the patterns data mining designed to maximize the information that can be derived from empirical investigations</p> |
| <p>Teaching content</p> | <p>Ample space is dedicated to the statistical analysis of purchasing and consumption behaviors, emphasizing the characteristics and potential uses of official and non-official statistical documentation, from which it is possible to derive differential profiles and follow trends over time for families that differ in size and type, disposable income and environmental conditions.</p> |

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| <p>Program</p> | <ol style="list-style-type: none"> 1. Market research <ul style="list-style-type: none"> • Stages of market research • Classification of market research • Examples of market research and sources of information for market analysis. 2. Searches by sample <ul style="list-style-type: none"> • Types of sample surveys in market research • Probabilistic samples: types and characteristics • Random sample extraction • Empirical rules for determining the sample size • Complex sampling plans 3. Market decisions in conditions of uncertainty <ul style="list-style-type: none"> • Hypothesis testing: procedure • Verification of the hypothesis on the average or proportion of the population • Comparison between means and sample proportions 4. Error profile and data quality <ul style="list-style-type: none"> • Non-sampling errors and reduction of distortions |
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| | <ul style="list-style-type: none"> • Failure to observe • Other types of errors <p>5. Construction of Questionnaires and Investigation Techniques</p> <p>6. Analysis of data from market research</p> <ul style="list-style-type: none"> • Data collection and classification • Monovariate analysis <ul style="list-style-type: none"> ○ Average and variability indexes ○ Graphic representations. • Bivariate analysis <ul style="list-style-type: none"> ○ Relationships between market phenomena: connection, regression and correlation. • Introduction to multidimensional data analysis <ul style="list-style-type: none"> ○ Multiple regression ○ The factor analysis model ○ Cluster analysis |
| Referral texts | Material and handouts provided during the course |
| Teaching methods | Frontal lessons with slide projection and practical case studies |
| Evaluation methods | Oral examination with reference to the construction of questionnaires, sampling techniques and data analysis |
| Evaluation criteria | The evaluation aims to verify whether examinees will be able to locate , and at what level, an appropriate survey design objective of marketing to be carried out , determine the type and the size of the sample required or to estimate a parameter of the market with a date precision. Moreover, if they will be able to analyze the answers to a questionnaire with a combination of statistical methods and techniques . |
| Other | |