| General Information | |
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| Academic subject | Market Analysis |
| Degree course | Master degree in Marketing |
| Curriculum | |
| ECTS credits | six |
| Compulsory attendance | Yes |
| Language | Italian |

| Subject teacher | Name Surname | Mail address | SSD |
|---|---|---|---|
| | Domenico Summo | domenico.summo@uniba.it | SECS-SO3 |

| ECTS credits details | | ECTS credits | |
|---|---|---|---|
| Basic teaching activities | Economic Statistics | Six | |

| Class schedule | |
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| Period | First semester |
| Year | Second year |
| Type of class | Lecture- workshops |

| Time management | |
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| Hours | 56 |
| Hours of lectures | 46 |
| Tutorials and lab | 10 |

| Academic calendar | |
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| Class begins | 27 september 2016 |
| Class ends | 20 december 2016 |

| Syllabus | |
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| Prerequisites/requirements | It requires a basic knowledge of descriptive and inferential statistics. |
| Expected learning outcomes (according to Dublin Descriptors) (it is recommended that they are congruent with the learning outcomes contained in A4a, A4b, A4c tables of the SUA-CdS) | The purpose of the course is the use of long-statistical techniques which meander the design and implementation of an opinion poll or market research, highlighting especially the most delicate steps in the quality of the results. To stimulate their independent judgment is inspired by typical cases of management of a company. For the purposes of communication skills and ability to learn they are presented and developed appropriate statistical methods for which are explained above all the applicable conditions and guidelines to be followed for the correct reading and critical interpretation of the results. |
| Contents | Much space is devoted to the statistical analysis of purchasing patterns and consumption emphasizing the features and potentials of use of the official statistical material, from which you can derive differential profiles and follow trends over time of different households by size and type, disposable income, and environmental conditions. |

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| Course program | *Statistical Sampling.*<br>The probabilistic sampling: the basics. Stages of design. sampling plans and estimation techniques of the parameters of a population. The formation of a sample of consumers. List types and detection methods. The questionnaire and measurement scales. The evaluation of the survey costs. The control of non-sampling errors. The final report.<br>*Consumption and buying behavior: demand analysis and the choice between brands*<br>Statistical sources on consumption and purchasing behavior. classification schemes in consumption, family types and lifestyles. Analysis of the application. Determinants of purchase and repurchase behavior. Brand loyalty measures. Patterns of behavior of a consumer. Measure and analysis of customer satisfaction. Case studies.<br>*The choice of the target market: market segmentation and positioning of products and brands*<br>Schemes of segmentation and operational steps. Segmenting a priori and techniques binary and multiple segmentation statistics. Segmentation a posteriori and Cluster Analysis. Measure consumer preferences and Conjoint Analysis. The positioning of the analysis of products and brands. Statistical Methods for the construction of perceptual maps. Case studies.<br>*Measuring the effects of advertising*<br>The phases of the campaign. Survey on average. Perception and memorization of the message. The measure of effectiveness of advertising: The response patterns. The dynamic effects of advertising. Case studies |
| Bibliography | **G. MARBACH,** *Le ricerche per il marketing*, Utet, Torino, 2010.<br><br>**S. BRASINI, M. FREO, F. TASSINARI, G. TASSINARI**, *Marketing e pubblicità, Strumenti e modelli di analisi statistica.* Il Mulino, Bologna, 2010. |
| Notes | |
| Teaching methods | Lectures with slides and case studies exercises |
| Assessment methods (indicate at least the type written, oral, other) | written examination with reference to the sampling techniques and empirical analysis |
| Evaluation criteria (Explain for each expected learning outcome what a student has to know, or is able to do, and | The assessment, in particular, aims to focus the formal logical process on the use of sampling techniques, to market segmentation, the audience measurement methods |

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| how many levels of achievement there are) | of the mainstream media and the themes of the evaluation of the perception of advertising messages and their effectiveness on sales. |
| Further information | |