Professor name	Silvestro MONTRONE
MA	Marketing
Academic year	2015/2016
Term	September – December
Credits (CFU)	8
Subject Area	SECS-S/01

Course unit title: Statistical Methods for Marketing
(Prof. Silvestro MONTRONE)

UNIVERSITY OF BARI "ALDO MORO"
DEPARTMENT OF MANAGEMENT SCIENCES AND LAW
Master in MARKETING

Prerequisites
Knowledge of elements of descriptive statistics and inferential statistics.

Course objectives
Detection and study of the techniques of data analysis for market research

Course content
Questionnaire construction
Data coding and data Matrix
Matrix Computations
Multiple Regression
Principal Component Analysis
Distance and Similarity
Cluster analysis: hierarchical methods
Cluster analysis: non-hierarchical methods
Exponential Smoothing
Markov Chains
Conjoint Analysis

Bibliography
The information materials and references will be provided during the lectures

Knowledge assessment mode
- Exemptions: No
- Written Test: No
- Oral Test: Yes

Forms of assistance to the study
- E-learning Course in the area of the Faculty Web site: No

Organization of teaching
- Internal cycles of lessons: Yes
- Supplementary courses: No
- Tutorials: Yes
- Seminars: No
- Laboratory work: No
- Project work: No
- Study visits: No