

Professor name	Summo Domenico
Master in	Marketing
Academic year	2016-2017
I or II semester	II
Number of ECTS credits	6
Scientific Sector Code	SECS- S/03

Course unit title *Market analysis* (a.a. 2016/2017)

(Prof. *Summo Domenico*)

University of Bari Aldo Moro
Master in Economics of Banking and Finance

Pre-requisites

We require a basic knowledge of Descriptive and Inferential Statistics.

Objectives

The course is aimed at studying the statistical techniques for generating, through sample surveys, new useful statistical information for business decisions.

Course content

The Market Analysis for marketing.

The meaning of marketing. The evolution of marketing. Marketing policies.

Statistical sampling

The probability sampling: the basics. The steps of design. Sampling plans and techniques for estimating the parameters of a population. The constitution of a sample of consumers. Types of lists and detection methods. The questionnaire and the measurement scales. The costs evaluation of a survey. The control of non-sampling errors. The final report.

Consumption and purchasing behavior: analysis of demand and choice between brands

Statistical sources on consumption and purchasing behavior. Classification schemes of consumption, household types and lifestyles. Demand analysis. Determinants of purchasing and repurchasing behavior. Measures of brand loyalty. Models of consumer behavior. Measurement and analysis of customer satisfaction. Case study.

Choosing a target market: market segmentation and positioning of products and brands

Segmentation techniques and operational phases. A priori segmentation and statistical techniques for binary and multiple segmentation. A posteriori segmentation and Cluster Analysis. Measurement of consumer preferences and *Conjoint Analysis*. The positioning analysis of products and brands. Statistical methods for the construction of perceptual maps. Case study.

The measurement of advertising effects

The phases of the advertising campaign. Survey on media. Perception and storage of a message. Measurement of advertising effectiveness. Response models. The dynamic effects of advertising. Case study.

Recommended reading - study material

G. MARBACH, *Le ricerche per il marketing*, Utet, Torino, 2010.

S. BRASINI, M. FREO, F. TASSINARI, G. TASSINARI, *Marketing e pubblicità, Strumenti e modelli di analisi statistica*. Il Mulino, Bologna, 2010.

Teaching methods

- Direct contact: No
- Lectures: Yes
- Tutorials: Yes
- Personal work: No
- Case studies – in group: Yes

Assessment methods

- Assignment: No
- Written without oral presentation: No
- Oral presentation: Yes

This course is in e-learning Web Site area: No