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| **Logo****Department of Economics Statistics and Finance** | ***Statistical Methods for Marketing Researches*****Master Degree in Statistics and Informatics for Business and Finance****a.y. 2014-2015** |

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| **Code**  | 27003136 |
| **Description**  | Statistical Methods for Marketing Researches |
| **Sector Code**  | SECS-S/01 |
| **Single Module Type**  | SC |
| **CFU**  | 5 |
| **Course Year**  | 2 |
| **Academical Period**  | 4th period - 14/04/2014 - 31/05/2014 |
| **TEACHER**  | ROMANO Rosaria |
| **Role Code /ID** | RU / 016367 |
| **Activity Type**  | LEZ |
| **Hours**  | 30 |
| **Apprenticeship**  | NO |
| **Language Of Instruction** | Italian |
| **Course Contents**  | - Basic concepts: sampling survey, the questionnaire, the sampling.- Internal and External Preference Mapping:- Linear Preference Mapping: principal component regression, partial least squares regression.- Introduction to non-linear Preference Mapping: ideal point models.- Case studies.- Statistical techniques for the analysis of causal relations among latent variables measured by observed indicators:- Exploratory Factor Analysis.- Confirmative Factor Analysis.- Structural Equation Modelling: PLS approach (PLS path modelling).- Case studies. |
| **Recommended or Required Reading** | * T. Naes, P.B Brockoff, O. Tomic (2010). Statistics for sensory and consumer science. Wiley.
* de Lillo, G. Argentin, M. Lucchini, S. Sarti, M. Terrano (2007). Analisi Multivariata per le scienze sociali. Pearson.
* J.O, Kim, C.W. Mueller (1978). Factor analysis: Statistical methods and practical issues. Sage.
* J.O, Kim, C.W. Mueller (1978): Introduction to factor analysis: What it is and how to do it. Sage.
* Materials prepared by the teacher.
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| **Learning Outcomes** | The aim of the course is to provide the skills for the statistical analysis of consumer preferences, of relations between preferences and product characteristics and of relations among group of variables measured in customer satisfaction surveys. At the end of the course, the students will be able to analyze the information collected in a survey and to interpret and show the obtained results. |
| **Prerequisites**  | none |
| **Teaching Methods** | The course includes 24 hours of lectures and 6 hours of laboratori tutorials. |
| **More Information** | Teacher’s Page: <http://www.unical.it/portale/strutture/dipartimenti_240/disesf/servizi/condino/>  |
| **Assessment Methods** | written and oral |
| **Raccomanded Programme** |  |