

27648 - Statistical Methods for Market Research

Syllabus Information

Academic Year: 2020/21

Subject: 27648 - Statistical Methods for Market Research

Faculty / School: 109 - Facultad de Economía y Empresa

Degree: 450 - Degree in Marketing and Market Research

ECTS: 5.0

Year: 4

Semester: First semester

Subject Type: Optional

Module: ---

1.General information

1.1.Aims of the course

1.2.Context and importance of this course in the degree

1.3.Recommendations to take this course

2.Learning goals

2.1.Competences

2.2.Learning goals

2.3.Importance of learning goals

3.Assessment (1st and 2nd call)

3.1.Assessment tasks (description of tasks, marking system and assessment criteria)

4.Methodology, learning tasks, syllabus and resources

4.1.Methodological overview

The classes are mostly practical. The working method will be individualized, which means that each student will analyze a particular database, detect any anomalies in its development, and will propose the most appropriate model for inference in the study population.

The teaching methodology is planned for face-to-face classes. However, if necessary for health reasons, teaching could be delivered online.

4.2.Learning tasks

The offered program to help the student in doing the expected results includes the following activities:

- Theoretical and practical classes: they are mainly used to develop concepts and theoretical development in each of the topics. In some of them (themes 2, 4 and 5) exhibition techniques are used but encourage participation and discussion in class. In the rest of the issues, being practical character, classes are understood as an individualized tutoring, using the R free software.

- Individual tutorials, personalized and on-line: the student may attend the scheduled tutoring to ask questions about the subject. In the case of students whose tutorials coincide with school hours of classes, they can send an email to make an appointment.

The assessment will be prepared to be carried out as face-to-face examination. but if health circumstances do not allow it. they will be carried out by doing it entirely online or in a blended way. In the case of online exams. it is important to highlight that. the student may be recorded, and he or she can exercise his or her rights by the procedure indicated in.

https://protecciondatos.unizar.es/sites/protecciondatos.unizar.es/files/users/lopd/gdocencia_reducida.pdf

The necessary software will be used to check the possibility of plagiarism. The detection of plagiarism or copying in an activity will imply that the activity or exam will be marked 0/10.

The training and evaluation activities will be developed according to the following schedule:

Activities	Class hours	Working hours	Total hours
Theoretical classes	12	10	22
Practical classes	30	40	70
Intermediate Test	8		8
TOTAL HOURS	50	70	120

4.3.Syllabus

Theme 1: Introduction

Overview of the subject: objectives, programme, evaluation, tutoring. Overview of multivariate analysis techniques.

Theme 2: Sampling in finite populations.

Basic concepts. Random sampling with and without replacement. Stratified, cluster and system sampling. Multistage sampling. Other sampling methods.

Theme 3: Exploratory Data Base Analysis

Introducing data bases that are going to be used along the course. Introducing R 3.6.3. Unidimensional, bidimensional and multidimensional exploratory data bases.

Theme 4: Regression Models with Qualitative Dependent Variable.

Formulation of models with limited response variable: Binomial logit model. Model estimation and test. Interpretation of the coefficients. In sampling and out sampling validation of the model. Multinomial model.

Theme 5: Structural equation models.

Introduction. Confirmatory factor model. Reliability and validation of a metric. CB-SEM and PLS models.

4.4.Course planning and calendar

The indicative timetable for the course, every week, would be:

Timetable	CHAPTER	METHOD
1 ^a week	Introduction	Theoretical session
	Theme 2	Theoretical session
2 ^a week	Theme 2	Theoretical session
	Theme 2	Theoretical-practical session
3 ^a week	Theme 2	Theoretical-practical session
	Theme 3	Practical session
4 ^a week	Theme 3	Theoretical-practical session
	Theme 3	Practical session
5 ^a week	Theme 3	Theoretical-practical session

	Theme 3	Practical session
6 ^a week	Theme 3	Theoretical-practical session
	Theme 3	Practical session
7 ^a week	Theme 4	Theoretical-practical session
	Theme 4	Theoretical-practical session
8 ^a week	Theme 4	Theoretical-practical session
	Theme 4	Practical session
9 ^a week	Theme 4	Practical session
	Theme 4	Practical session
10 ^a week	Theme 5	Theoretical-practical session
	Theme 5	Theoretical-practical session
11 ^a week	Theme 5	Practical session
	Theme 5	Theoretical-practical session
12 ^a week	Theme 5	Theoretical-practical session
	Theme 5	Practical session
13 ^a week	Theme 5	Theoretical-practical session
	Theme 5	Theoretical-practical session
14 ^a week	Theme 5	Practical session
	Theme 5	Theoretical-practical session
15 ^a week	Theme 5	Theoretical-practical session
	Theme 5	Practical session

4.5. Bibliography and recommended resources