

## 27647 - Quantitative Models for Marketing

### Syllabus Information

**Academic Year:** 2019/20

**Subject:** 27647 - Quantitative Models for Marketing

**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 methodology followed in this course is oriented towards achievement of the learning object

Students are expected to participate actively in the class throughout the semester.

Classroom materials will be available via Moodle. These include a repository of the lecture notes, the course syllabus, as well as other course-specific learning materials.

Further information regarding the course will be provided on the first day of class.

#### 4.2.Learning tasks

The course includes 5 ECTS organized according to:

- Theory sessions (2 ECTS): 75 hours.
- Practice sessions (1 ECTS).
- Autonomous work (1 ECTS)

- Tutorials (1 ECTS)

*Theory sessions:* lecture notes and a series of problems (and its solutions) will be available. At the end of each topic, some of the problems will be solved in class by the professor and some done individually

*Computer practices sessions:* these 2-hour sessions take place every week. Students are provided with 'practical exercises' instructions to be done as well as a theoretical introduction to the session's content

#### **4.3.Syllabus**

The course will address the following topics:

##### Theory sessions

Section 1: Introduction of Models with Qualitative Dependent Variables

Section 2: Binary Choice Models

Section 3: The Multiple-Choice Models

Section 4. Models for ordered data.

Section 5: Econometric Models Based on Count Data and Duration Data

#### **4.4.Course planning and calendar**

For further details concerning the timetable, classroom and further information regarding the course, please refer to the "Facultad de Economía y Empresa, Universidad de Zaragoza" (<http://econz.unizar.es/>).

#### **4.5.Bibliography and recommended resources**