

Quantitative Methods – Marketing Research

Academic Year 2011/12

Number of ECTS Credits: 7.5

Elective Module

Module Summary

The problems discussed are real-life marketing research problems. The software packages presented are widely used in research practice. In order to enrol on the module students must have a sound working knowledge of basic multivariate techniques (e.g., correlation analysis, basic regression analysis). Reading basic textbooks on statistical techniques are suggested in case these topics have not been covered in your previous studies. In particular basic knowledge of regression analysis is required. For background reading Hair et al. (2006), Multivariate Data Analysis, chapters about regression analysis, factor analysis, cluster analyses, and conjoint analysis is required.

The main objectives of the module are

- To familiarize students with key statistical techniques.
- To offer students hands-on experience in applying these statistical techniques (lab session, use of statistical software).
- To enable students to critically assess the suitability of using these techniques in real-life research settings.

The objectives will be achieved when you participate in class, attend lab exercises, and read the required core materials. Having a good mastery of these basic techniques enables you to choose the most suitable way of analysing your data.

Module content:

- Cluster Analysis
- **Conjoint Analysis**
- Factor Analysis
- Regression Analysis





