



LUND
UNIVERSITY

School of Economics and Management

STAR10, Statistics: Statistical Methods for Marketing Science, 7.5 credits

*Statistik: Statistiska metoder för marketing science, 7,5
högskolepoäng*

Second Cycle / Avancerad nivå

Details of approval

The syllabus was approved by The Board of the Department of Statistics on 2022-05-30 and was last revised on 2023-05-29. The revised syllabus applies from 2024-01-15, spring semester 2024.

General Information

The course is a single subject course meant to complement programmes in marketing or as professional development for marketing practioners.

Language of instruction: English

Main field of studies

Statistics

Depth of study relative to the degree requirements

A1N, Second cycle, has only first-cycle course/s as entry requirements

Learning outcomes

The focus of the course is on some necessary statistical methods which could serve as basic analytical tools for marketing science and research.

Knowledge and understanding

For a passing grade, the student shall

- demonstrate knowledge of basic statistical methods for marketing science,
- demonstrate knowledge of essential prerequisites for designing marketing research, and
- demonstrate a comprehension of the role and importance of statistical methods in marketing science.

Competence and skills

For a passing grade, the student shall

- demonstrate the capacity to independently perform statistical methods using computers,
- demonstrate the capacity to independently apply appropriate statistical methods for analysing marketing problems, and
- demonstrate the ability to identify, formulate and solve problems in marketing science using statistical methods.

Judgement and approach

For a passing grade, the student shall

- demonstrate the ability to make assessments of appropriate statistical approaches for analysing basic marketing science problems
- demonstrate the capacity to relate the components of a marketing science problem to relevant statistical approaches, and
- demonstrate the capacity to find effective solutions to marketing research problems based on insights from standard statistical methods.

Course content

1. A brief overview of marketing research design
2. Essential concepts and terms in descriptive and inferential statistics
3. Sampling and data collection methods and issues
4. Experimental design and analysis of variance
5. Correlation and regression analysis
6. Segmentation and classification
7. Special marketing research methods (attribute position analysis, conjoint analysis, correspondence analysis)

Course design

The course is a distance course which is structured as a series of modules consisting of recorded lectures, reading assignments, and exercises. Scheduled live online sessions for introduction and presentation of the course format and requirements, as well as online sessions for discussions of certain module issues, problems, and computer exercises may occur.

Assessment

There will be an evaluation after each module, in the form of a take-home exam and/or computer exercise, to gauge the understanding of the corresponding topics. The final examination consists of an individual project involving some marketing research problem and any of the statistical methods to find solutions. The project is presented in writing.

The University views plagiarism very seriously, and will take disciplinary actions against students for any kind of attempted malpractice in examinations and assessments.

Plagiarism is considered to be a very serious academic offence. The penalty that maybe imposed for this, and other unfair practice in examinations or assessments, includes suspension from the University.

The examiner, in consultation with Disability Support Services, may deviate from the regular form of examination in order to provide a permanently disabled student with a form of examination equivalent to that of a student without a disability.

Grades

Marking scale: Fail, E, D, C, B, A.

A (Excellent) 85-100 points/percent. A distinguished result that is excellent with regard to theoretical depth, practical relevance, analytical ability and independent thought.

B (Very good) 75-84 points/percent. A very good result with regard to theoretical depth, practical relevance, analytical ability and independent thought.

C (Good) 65-74 points/percent. The result is of a good standard with regard to theoretical depth, practical relevance, analytical ability and independent thought and lives up to expectations.

D (Satisfactory) 55-64 points/percent. The result is of a satisfactory standard with regard to theoretical depth, practical relevance, analytical ability and independent thought.

E (Sufficient) 50-54 points/percent. The result satisfies the minimum requirements with regard to theoretical depth, practical relevance, analytical ability and independent thought, but not more.

F (Fail) 0-49 points/percent. The result does not meet the minimum requirements with regard to theoretical depth, practical relevance, analytical ability and independent thought.

To pass the course, the students must have been awarded the grade of E or higher.

The module evaluations will sum up to 50% of the final grade. The other 50% of the final grade will be taken from the project report.

Entry requirements

Bachelor degree and at least 7.5 credits in Statistics.

Further information

The course may not be included in a degree together with STAR03 or STAR04.