UK Repetitorium: Data Analysis for Marketing Decisions in practice (DAMDiP)| SS 2024

Information about the course

Course details

4.00 ECTS | attendance mandatory | Course format: offline (on site) | Language: English

Course# 040213

Course instructor:	Prof. Dr. Georgios Halkias
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Target audience

This course is particularly targeted at students of the Master's in Business Administration/International Business Administration, who wish to advance their quantitative/analytical skills and write their Master thesis in *"Marketing"*.

The course is strongly recommended for students who have already taken *"Foundations of Marketing: Data Analysis for Marketing Decisions (VO)"*.

Objectives & Content

Quantitative methods, data analytics, and statistical analysis is a key component of decision-making for business practitioners and policy makers. This course aims to equip students with the hands-on knowledge and skills necessary to implement, interpret, and communicate quantitative data analysis using computer software and other tools.

The course assumes that students already have a theoretical understanding of statistical inference and basic knowledge of key concepts in research methods. Hence, the emphasis is *not* placed on analytical theory, but on training students in analyzing data to predict behavioral tendencies (e.g., *relative product preferences*, *purchase choices*, and *willingness to pay*), make forecasts about future outcomes (e.g., *likelihood of customer switching, probability of being hired/fired,* and *expected product sales*), make comparisons (e.g., *across gender, nationality*, or *market segments*), and assess the efficacy of alternative interventions.

The course primarily relies on the *IBM SPSS* and the *JAMOVI* statistical packages, but also utilizes additional and tools such as *PROCESS* and *G*Power*. Overall, the course provides students with a toolbox of practical skills that are essential in carrying out empirical projects.

Prerequisites

It is recommended that Erasmus students have successfully completed a basic/introductory marketing course at their home university.

Course policies

- The course and any material related to it (lectures, readings, exams, etc) is in English.
- Students who wish to take this course must register via u:find (with points) during the registration period.
- It is mandatory to attend the first session on **April 19th, 2024** (Introduction) – failure to do so automatically results in *exclusion* from the course.
- Registered students who wish to *de-register*, they must do so electronically by **April 25th, 2024,** otherwise they automatically "fail" the course.
- The course consists of on-site lab lectures that may be combined with online sessions, if necessary.
- The course has *"prüfungsimmanenten Charakter"*, therefore attendance is mandatory. *More than three* absences automatically results in failing the course. This also implies that in case of online sessions, students must be present with their *cameras on*.

Course structure

The sessions involve a brief introduction to the underlying logic behind the different analytical methods and then focus on hands-on demonstrations and exercises. Sessions are highly interactive with students working individually and/or in groups to solve practical problems *in class* using specific tools and software under the guidance of the professor who will also provide feedback on how to effectively perform, report, and interpret the various analytical techniques.

Assessment

Students' performance in the course is assessed on the following dimensions:

- Class participation
- Class exercises
- Home assignment

Students work individually or in groups to address business research questions that require performing quantitative data analysis and presenting the results. The *exercises* focus on individual statistical techniques and take place during the sessions with the instructor guiding the students throughout the process. The home assignment consists of a more comprehensive case study, where students address several different questions by identifying, performing, and reporting the appropriate quantitative techniques.

* Class participation and interaction is a key component of effective learning and ensures the successful completion of the course.

The Repetitorium DAMDiP does not result in a numerical grade. Students receive either a "+" (pass) or a "–" (fail), depending on how they engaged in the assessment dimensions mentioned above.

Dates & content

An overview of the schedule and session content is provided in the table below (make sure that you *always* confirm with ***u:space***).

	Session	Topic	Reading	
			Field	D-S-H
1	Fri 19.04.2024	Comparisons and contrasts I	Chapters 10, 19	Chapters 10, 11
2	Tue 30.04.2024	Comparisons and contrasts II	Chapters 12, 13, 14	Chapters 11, 13
3	Fri 03.05.2024	Relationships and associations I	Chapter 8, 9	Chapters 12, 13
4	Fri 10.05.2024	Relationships and associations II	Chapters 8, 9	Chapters 11, 13
5	Thu 16.05.2024	Advanced techniques I	Chapters 11, 20	Chapters 12, 13
6	Fri 31.05.2024	Advanced techniques II	Chapters 18	Chapters 14

Literature

Required textbook: Field, A. (2018), *Discovering Statistics Using IBM SPSS Statistics* (5th edition), Sage Publications: London [ISBN: 9781526445780].

Recommended additional textbook: Diamantopoulos, D., Schlegelmilch, B., & Halkias, G. (2023), *Taking the Fear out of Data Analysis: Completely Revised, Significantly Extended and Still Fun,* Edward Elgar: London [ISBN: 978 1 80392 985 9].

Complementary material: Marshall, E. (2016), *The Statistics Tutor's Quick Guide to Commonly Used Statistical Tests*, University of Shefield - Statstutor Community Project, [Retrieved from www.statstu-tor.ac.uk]. → *this and other open-access material will be available on Moodle*

Registration/De-registration

https://ufind.univie.ac.at/de/index.html