

VO Foundations of Marketing: Data Analysis for Marketing Decisions (DAMD) | SS 2024

Information about the course

Course details

4.00 ECTS | attendance not mandatory | Course format: on site and online | Language: English

Course# 040501

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, who wish to take "Marketing" as a major or minor, as well as at students of the Master's in International Business Administration, who have chosen "Marketing & International Marketing" in the in-depth phase. Students who wish to write their Master thesis in "Marketing" are strongly encouraged to attend.

This course is also open to students from other programs as well as guest students who meet the study requirements. Note that this course can also be complemented by the *UK Repetitorium: Data Analysis for Marketing Decisions in practice (DAMDiP – Course 040213)* which trains students in analyzing data with hands-on software applications in the Computer Lab.

Objectives & Content

Sound knowledge of statistics and data analysis is an important requirement for business practice and marketing decisions – more than one would expect! The present course discusses (a) key concepts of statistics and statistical inference (e.g., NHST, Type I and II error, confidence intervals, statistical power, effect sizes) and (b) different methods of data analysis (e.g., t-test, χ^2 test, AN(C)OVA, regression analysis) in a series of lectures that combine theory with illustrative, practical examples.

The course does *not* focus on programming/coding nor it aims to demonstrate how to use a specific statistical software (e.g., R, Excel, SPSS, JMP, Minitab, etc). Instead, it focuses on the logic, the implementation, and the interpretation of statistical data analysis in general – regardless of the program employed! Students who successfully complete DAMD will be equipped with a solid foundation of quantitative data analysis and be able to effectively understand, interpret, and communicate a wide range of analytical approaches; an essential asset for their professional development and career prospects.

Prerequisites

It is recommended that Erasmus students have successfully completed a basic/introductory marketing course at their home university. DAMD is a prerequisite for the Seminar *Marketing*.

Course policies

- The course and any material related to it (lectures, readings, exams, etc) is in English.
- Attendance is not mandatory (yet, highly recommended).
- Students must register to the course to get access to the corresponding Moodle page.
- To take the Final Exam, students must register separately for the chosen exam date.
- The course consists of on-site lectures that may be combined with online sessions, if necessary.

Course structure

The sessions involve theory discussions accompanied by practical cases and hands-on examples. Data simulations and visualization tools are also employed to illustrate the theoretical/computational concepts discussed. Lectures typically provide background knowledge in understanding the theory and logic behind the statistical techniques and then illustrate how to interpret quantitative data analytic methods. Note that successful completion of DAMD depends greatly on whether students systematically review the relevant reading material.

Assessment

Students' performance in the course is assessed through a comprehensive, *final exam*. The final exam covers *all* topics discussed in the lectures and corresponding book chapters. The exam typically includes questions of different formats (e.g., true-false questions, single-choice questions, and mini cases with multiple-choice questions).

In total, a minimum of 50 percent is needed to pass the course. The grading system is as follows: 0 to 49% - *grade 5*, 50 to 59% - *grade 4*, 60 to 69% - *grade 3*, 70 to 79% - *grade 2*, 80 to 100% - *grade 1*.

Students can take the exam for maximum 4 times. Additional registration for any exam taken is mandatory.

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	
			D-S-H	Field
1	Mon 04.03.2024	Introduction: What is statistics and how does it work?	Chapters 2, 5	Chapters 1, 2
2	Thu 11.03.2024	Statistical inference I	Chapters 2, 8	Chapters 1, 2

3	Mon 18.03.2024	Statistical inference II	Chapter 9	Chapters 2, 3
4	Mon 08.04.2024	Data: <i>nature, format, coding & editing</i>	Chapters 1, 3, 4	Chapters 1, 4
5	Mon 15.04.2024	Feel the data: <i>central tendency, variability & statistical assumptions</i>	Chapters 6, 7	Chapters 1, 5, 6
6	Mon 22.04.2024	Making (simple) comparisons I	Chapters 10, 11	Chapters 10, 19
7	Mon 29.04.2024	Making (complex) comparisons II	Chapters 11, 13	Chapters 12, 13, 14
8	Mon 06.05.2024	Investigating (simple) relationships I	Chapters 12, 13	Chapter 8
9	Mon 13.05.2024	Investigating (complex) relationships II	Chapter 13	Chapter 9
10	Tues 21.05.2024	Investigating (more complex) relationships III	Chapter 13	Chapter 11, 20
11	Mon 27.05.2024	Finding (complex/very complex) data structures	Chapter 14	Chapter 18
12	Mon 03.06.2024	Overview & key issues		
Final exam dates: <u>see and register on u:space</u>				

Literature

Required 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].

Recommended textbook: Field, A. (2018), *Discovering Statistics Using IBM SPSS Statistics* (5th edition), Sage Publications: London [ISBN: 9781526445780]. (*previous editions are also fine*)

Systematically reviewing the course material (book chapters and lecture slides) is as essential as being physically and mentally present in the lectures!

Registration/De-registration

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