



DATA ANALYSIS FOR MARKETING DECISIONS (DAMD) 040501/1 – 4 ECTS SS 2022

Course Website: <https://international-marketing.univie.ac.at/studies/master-bwibw/courses-ss-2022>

Instructor

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Office Hours: Appointment via mail

Course Objectives

Sound knowledge of statistics and data analysis is an essential requirement for marketing research and managerial decision-making – 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*) and (b) different *methods of data analysis* (e.g., *t-test*, χ^2 test, *ANOVA*, *regression analysis*) in a series of lectures that combine theory, illustrative examples, and hands-on exercises. Although IBM SPSS software is used in the context of DAMD, the course is *not* a tutorial on the SPSS software package. Rather it focuses on the logic, the implementation, and the interpretation of statistical data analysis in general. Students who successfully complete DAMD will be equipped with the ability to effectively carry out data analysis projects in their later academic and professional career.

Prerequisites

Erasmus students must have successfully completed a basic/introductory marketing course at their home university. To be accepted in the course a relevant transcript/certificate has to be submitted to the Chair of International Marketing by **March 6th, 2022**.

DAMD is a prerequisite for the following courses: *Marktforschung 2*, *International Marketing Research 2*, *Marketing Kommunikation 2* and *Topics in International Marketing*.

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.
- By registering for this course you agree that the automated plagiarism software Turnitin processes and stores your data (i.e. project work, seminar papers, etc.).
- It is mandatory to attend the first session on **March 4th, 2022** (Introduction) – failure to do so automatically results in *exclusion* from the course.

- Registered students who, for whatever reason, decide not to take the course *must de-register* electronically by **March 9th, 2022** otherwise they receive a grade of 5 (“fail”).
- The course has “prüfungsimmanenten Charakter”, therefore *attendance is mandatory* throughout the semester – *more than three* absences automatically results in a grade of 5 (“fail”).
- Given the “prüfungsimmanenten Charakter” of the course, students must be present in the online sessions with their cameras and microphones on.

Teaching Method

The sessions involve theory discussions accompanied by practical examples and hands-on exercises. Lectures primarily provide background knowledge in understanding the theory and logic behind the statistical techniques and finally to illustrate how to perform and interpret the data analysis using the SPSS environment as an example. Note that successful completion of DAMD depends greatly on whether students systematically review the class material.

Schedule

Sessions will be held online on **Fridays, 11:30-13:00**, via Zoom (access through Moodle), unless otherwise stated (see Table below). The midterm exam and final exam will be held on location, subject to COVID19 restrictions.

Session	Topic	Reading		Date
		Field ^N	Diam./Schleg.	
1	Introduction: What is statistics and how does it work?	Chapter 1	Chapters 2, 6	March 4
2	Statistical inference I	Chapter 2	Chapters 2, 9	March 10*
3	Statistical inference II	Chapter 2	Chapter 10	March 18
4	Data: <i>nature, format, coding & editing</i>	Chapters 1, 3	Chapters 1, 3	March 25
5	Feel the data: <i>central tendency, variability & statistical assumptions</i>	Chapters 1, 4, 5	Chapters 7, 8	April 1
Midterm exam: Friday, April 8, 10:00, HS 14, OMP 1				
6	Making (simple) comparisons I	Chapters 9, 18	Chapters 11, 12	April 29
7	Making (complex) comparisons II	Chapters 11, 12, 13	Chapter 12	May 6
8	Investigating (simple) relationships I	Chapter 7	Chapter 13	May 13
9	Investigating (complex) relationships II	Chapter 8	Chapter 14	May 20
10	Investigating (more complex) relationships III	Chapter 19	Chapter 14	May 27
11	Finding (complex/very complex) data structures	Chapter 17	Chapter 14	June 3
12	Overview & key issues			June 9*
Final Exam: Friday, June 17, 11:30, HS 1, OMP 1				

* Lecture is on Thursday, 11:30-13:00

^NNote that the 5th edition of the book is now available. Find the corresponding chapters of the new book on Moodle.

Assessment

Students' performance in the course is assessed as follows:

- Midterm exam: 30%
- Group assignment: 25%
- Final exam: 45%

The **midterm exam** is based on the topics covered in sessions 1 to 5 *and* the corresponding book chapters. The exam typically (but not necessarily) involves a combination of single-choice/true-false questions.

The **group assignment** is conducted by teams of ~ 6 students and involves answering a series of research questions by conducting and reporting the appropriate analytical techniques. The assignment reflects collective effort, so all members are expected to contribute and receive the same grade based on the evaluation of the assignment. Detailed instructions will be provided in class.

The **final exam** covers *all* topics discussed in the lectures and corresponding book chapters. The exam typically includes questions of different formats (e.g., multiple-choice questions and mini cases with open-ended questions).

In total, a minimum of 50 percent is needed to pass the course. The grading system is the following: 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 who fail must repeat the entire course (and must register in the usual way next time the course is offered). No opportunities for make-ups will be offered.

Literature

Required textbook: Field, A. (2013), *Discovering Statistics Using SPSS* (4th edition), Sage Publications: London [ISBN: 9781446249185] OR (new edition): Field, A. (2018), *Discovering Statistics Using IBM SPSS Statistics* (5th edition), Sage Publications: London [ISBN: 9781526445780].

Recommended additional textbook: Diamantopoulos, D. and Schlegelmilch, B. (2000), *Taking the Fear out of Data Analysis* (2nd edition), South-Western CENGAGE Learning: London [ISBN: 978-1-86152-430-0].

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

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