



FOUNDATIONS OF MARKETING: DATA ANALYSIS FOR MARKETING DECISIONS (DAMD)

040501/1 – 4 ECTS
WS 2022/23

Course Website: <https://international-marketing.univie.ac.at/studies/master-bwibw/courses-ws202223/>

Instructor

Priv.-Doz. Dr. Georgios Halkias

Email: georgios.halkias@univie.ac.at

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. The course is *not* tied to a any specific statistical software (IBM SPSS software is only used for demonstration). Rather it focuses on the logic, the implementation, and the interpretation of statistical data analysis in general – regardless of the program used. 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 **October 7th, 2022**.

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.
- Students must register for the lecture to get access to the Moodle course.
- Students who wish to complete the Final Exam, must register separately for the chosen exam date.
- The course follows a blended format, combining on-site and online sessions.

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 then illustrate how to interpret quantitative data analytic methods. Note that successful completion of DAMD depends greatly on whether students systematically review the class material.

Schedule

A hybrid format is applied, combining online (via Zoom access through Moodle) and on-site lecture sessions. Sessions will be held on **Fridays, 09:45-11:15 in HS 4**, unless otherwise stated (see Table below).

| Session | Topic | Reading | | Date |
|--|---|---------------------|-----------------|----------------------------|
| | | Field | Diam./Schleg. | |
| 1 | Introduction: What is statistics and how does it work? | Chapters 1, 2 | Chapters 2, 6 | October 3, 13:15 (HS 4) |
| 2 | Statistical inference I | Chapters 1, 2 | Chapters 2, 9 | October 7, 11:30 (HS 14) |
| 3 | Statistical inference II | Chapters 2, 3 | Chapter 10 | October 14 |
| 4 | Data: <i>nature, format, coding & editing</i> | Chapters 1, 4 | Chapters 1, 3 | October 21 |
| 5 | Feel the data: <i>central tendency, variability & statistical assumptions</i> | Chapters 1, 4, 5 | Chapters 7, 8 | October 28 |
| 6 | Making (<i>simple</i>) comparisons I | Chapters 10, 19 | Chapters 11, 12 | November 7*, 09:45 |
| 7 | Making (<i>complex</i>) comparisons II | Chapters 12, 13, 14 | Chapter 12 | November 11*, 11:30 |
| 8 | Investigating (<i>simple</i>) relationships I | Chapter 8 | Chapter 13 | November 18*, 11:30 |
| 9 | Investigating (<i>complex</i>) relationships II | Chapter 9 | Chapter 14 | November 25*, 11:30 |
| 10 | Investigating (<i>more complex</i>) relationships III | Chapter 11, 20 | Chapter 14 | December 5, 13:15 (HS 14) |
| 11 | Finding (<i>complex/very complex</i>) data structures | Chapter 18 | Chapter 14 | December 9 |
| 12 | Overview & key issues | | | December 12, 11:30 (HS 14) |
| Final Exam: Friday, December 16, 11:30, HS 6 and HS 8, OMP 1 | | | | |

* Online lecture

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 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 can take the exam for maximum 4 times. The additional registration for the exam is mandatory.

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 lectures!