# COURSE DETAIL

| MARKET RESEARCH AND ANALYSIS |
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| **Country**<br>Italy |
| **Host Institution**<br>University of Bologna |
| **Program(s)**<br>University of Bologna |
| **UCEAP Course Level**<br>Upper Division |
| **UCEAP Subject Area(s)**<br>Business Administration |
| **UCEAP Course Number**<br>151 |
| **UCEAP Course Suffix** |
| **UCEAP Official Title**<br>MARKET RESEARCH AND ANALYSIS |
| **UCEAP Transcript Title**<br>MKT RSRCH & ANLYSIS |
| **UCEAP Quarter Units**<br>6.00 |
| **UCEAP Semester Units**<br>4.00 |

**Course Description**

This course provides an in depth overview of Data Mining, Commercial data, Administrative data, survey data, Factor Analysis, Cluster Analysis, Predictive Models (decision trees, discriminant analysis, regression). The course content is delivered through theoretical lectures and practical laboratory works using SAS software; it focuses on the application of SAS programming for market research and consumer behavior analysis, combining statistical rigor with practical implementation. The curriculum emphasizes advanced techniques such as Principal Component Analysis (PCA), Multiple Correspondence Analysis (MCA), Discriminant Analysis, and clustering methods. Topics for this course include:

1. Advanced SAS Programming for Market Data
2. Statistical Foundations for Market Research
3. Principal Component Analysis (PCA) for Market Research
4. Clustering Methods for Market Segmentation
5. Multiple Correspondence Analysis (MCA) for Categorical Data
6. Discriminant Analysis for Predictive Modeling
7. Advanced Data Handling and Preparation
8. Capstone Project: CRM and Consumer Behavior Analysis

By the end of the course, students learn to define their research topic, edit the questionnaire, treat distortion effects generated by the opinion scale, build statistical models using the SAS software, and draft of research report. Students will conduct a psychographic Customer Relationship Management (CRM) capstone project, which must apply the data analysis strategies addressed during lectures; they produce a final written report with clear and logical description of the analysis process and methodological choices.

**Language(s) of Instruction**
English

**Host Institution Course Number**
69968

**Host Institution Course Title**

MARKET RESEARCH AND ANALYSIS

**Host Institution Course Details**
https://www.unibo.it/en/study/phd-professional-masters-specialisation-schools-a…

**Host Institution Campus**
BOLOGNA

**Host Institution Faculty**

**Host Institution Degree**
L in BUSINESS AND ECONOMICS

**Host Institution Department**
MANAGEMENT

**Course Last Reviewed**
2024-2025

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