

COURSE DETAIL

MARKET RESEARCH AND ANALYSIS

Country

Italy

Host Institution

University of Bologna

Program(s)

University of Bologna

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

151

UCEAP Course Suffix**UCEAP Official Title**

MARKET RESEARCH AND ANALYSIS

UCEAP Transcript Title

MKT RSRCH & ANLYSIS

UCEAP Quarter Units

6.00

UCEAP Semester Units

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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