

Información del Plan Docente

Academic Year	2017/18
Faculty / School	109 - Facultad de Economía y Empresa
Degree	450 - Degree in Marketing and Market Research
ECTS	6.0
Year	2
Semester	First semester
Subject Type	Compulsory
Module	---

1.General information**1.1.Introduction****1.2.Recommendations to take this course****1.3.Context and importance of this course in the degree****1.4.Activities and key dates****2.Learning goals****2.1.Learning goals****2.2.Importance of learning goals****3.Aims of the course and competences****3.1.Aims of the course****3.2.Competences****4.Assessment (1st and 2nd call)****4.1.Assessment tasks (description of tasks, marking system and assessment criteria)****5.Methodology, learning tasks, syllabus and resources****5.1.Methodological overview****5.2.Learning tasks****5.3.Syllabus**

The content is

Lesson 1: Discrete probability distributions.

Random variables. Discrete and continuous random variable. Probability distribution or mass function. Binomial, Hypergeometric and Poisson distributions.

Lesson 2: Continuous probability distributions.

Continuous random variable. Probability density function. Uniform and Exponential distributions. Normal distribution and related to normal distributions.

Lesson 3: Basic notions of sampling theory.

Sampling from a population. Sampling methods. Sampling distribution of statistics: Monte Carlo method. Asymptotic behavior of sampling moments. Sample-size determination.

Lesson 4: Point estimators and Interval estimation

Estimation. Building estimators: method of moments and maximum likelihood estimates. Properties of estimators.

Confidence interval. Methods of finding interval estimators. Confidence intervals for parameters of normal distribution. Some applications.

Lesson 5: Parametric hypotheses.

Basic concepts: Simple, compound, null and alternative hypotheses, significance level, power of a test. Tests of the mean and variance of a normal distribution, tests of the population proportion.

Lesson 6: Two-sample hypothesis tests.

Independent and dependent samples. Comparing proportions, means and variances: confidence intervals and tests of statistical hypotheses.

5.4.Course planning and calendar

5.5.Bibliography and recommended resources



Universidad
Zaragoza

27610 - Statistics II