27647 - Quantitative Models for Marketing

Syllabus Information

Academic Year: 2021/22
Subject: 27647 - Quantitative Models for Marketing
Faculty / School: 109 - Facultad de Economía y Empresa
Degree: 450 - Degree in Marketing and Market Research
ECTS: 5.0
Year: 4
Semester: First semester
Subject Type: Optional
Module:

1. General information

2. Learning goals

3. Assessment (1st and 2nd call)

4. Methodology, learning tasks, syllabus and resources

4.1. Methodological overview

The methodology followed in this course is oriented towards achievement of the learning object

Students are expected to participate actively in the class throughout the semester.

Classroom materials will be available via Moodle. These include a repository of the lecture note the course syllabus, as well as other course-specific learning materials.

Further information regarding the course will be provided on the first day of class.

4.2. Learning tasks

The course includes 5 ECTS organized according to:

- Theory sessions (2 ECTS): 75 hours.

- Practice sessions (1 ECTS).

- Autonomous work (1 ECTS)

- Tutorials (1 ECTS)

Theory sessions: lecture notes and a series of problems (and its solutions) will be availab nts. At the end of each topic, some of the problems will be solved in class by the professor an e done individually

Computer practices sessions: these 2-hour sessions take place every week. Students are prov
actical exercises' instructions to be done as well as a theoretical introduction to the session's cor

4.3. Syllabus

The course will address the following topics:

<u>Theory sessions</u>

Section 1: Introduction of Models with Qualitative Dependent Variables

Section 2: Binary Choice Models

Section 3: The Multiple-Choice Models

Section 4. Models for ordered data.

Section 5: Econometric Models Based on Count Data and Duration Data

4.4. Course planning and calendar

For further details concerning the timetable, classroom and further information regarding th
e refer to the "Facultad de Economía y Empresa, Universidad de Zaragoza"
://econz.unizar.es/).