FUC - Ficha de Unidade Curricular
Curricular Unit's File

Code	L5323
Name (PT)	Modelos em Investigação de Mercados
Name (EN)	Modeling in Marketing Research
Regime	Semestral
Level	1.º Ciclo
Teaching language	Inglês
School	Escola de Gestão (EG)
Departament	DMQGE
Scientific area	Estatística e Análise de Dados (EAD)
Responsible academic staff	José Manuel Gonçalves Dias
Pre-requisites	Comprehensive knowledge on statistics and marketing.
Objectives	?Understanding the most important concepts in statistics in marketing research; ?Oral and written communication skills concerning work done within the scope of statistical analysis; ?Enhancing skills on the application of statistics in empirical research.
Learning outcomes	At the end of the course, students should be able: 1.To identify the most relevant concepts in statistics for conducting empirical research; (LG1) 2.To apply the linear regression model (LG2) 3.To understand the conjoints technique (LG3) 4.To understand choice modelling and segmentation principles; (LG4) 5.To analyse and discuss statistical frameworks of concrete research projects (LG5) 6.To integrate in the individual research project, frameworks, concepts and tools discussed in class. (LG6)
Syllabus	1.Quantitative modeling in Marketing Research 2.Modeling and forecasting sales (simple and multiple regression model) 3.Conjoint analysis 4.Choice modeling in marketing (binary logistic regression) 5.Market segmentation techniques 6.Other advanced topics
Assessment	Continuous evaluation includes: ? a written individual test, with a 35% weight; ? an individual report, with a weight of 35%; ? a group (3 or 4 elements) coursework with a 30% weight. Continuous evaluation requires the students? choice at the beginning of the semester and attendance of at least 80% of classes. Approval will be obtained by students with a final average grade equal or bigger than 10, provided that they did not had a grade lower than 8 in any of the tests; the minimum grade for the coursework is 10. The evaluation can be made through a final examination. Students that obtain, in the final exam, a grade less than 10 but equal or higher than 8 can undergo an oral examination to pass.

Teaching methodology	During the learning-teaching term each student should acquire analytical, information gathering, written and oral communication skills, according to the established learning outcomes for this unit. To contribute to the acquisition of these skills the following learning methodologies (LM) will be used: 1.Expositional, to the presentation of the theoretical reference frames 2.Participative, with analysis and resolution of application exercises 3.Active, with the realization of individual and group works 4.Experimental laboratory, with development and operation of computer models 5.Self-study, related with autonomous work by the student, as is contemplated in the Class Planning.
Demonstration of the syllabus coherence with the curricular unit's objectives	This "demonstration of consistency" stems from the interconnection of the syllabus with learning goals (LG) and is explained as follows: LG1 ? Syllabus point 1 LG2 ? Syllabus point 2 LG3 ? Syllabus point 3 LG4 ? Syllabus point 4 and 5 LG5 ? All LG6 ? All
Demonstration of the coherence between the teaching methodologies and the learning outcomes	The learning-teaching methodologies are aimed at the development of the students? main learning competences that allow to fulfill each of the learning goals, therefore, in the grid below, it is presented the main interlinks between the learning-teaching methodologies and the respective goals. Learning-Teaching Methodologies(LTM) Learning Goal (LG) 1.Expositional, to the presentation of the theoretical reference framesAll 2.Participative, with analysis and resolution of application exercisesLG2 to LG4. 3.Active, with the realization of individual and group worksLG2 to LG4 4.Experimental laboratory, with development and operation of computer models LG1 to LG4. 5.Self-study, related with autonomous work by the student, as is contemplated in the Class Planning. All
Main Bibliography	
Complementary Bibliography	