

## STAT8019 Marketing Analytics (6 credits)

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<b>Aim</b>	It aims to provide an overview and practical application methodology used in marketing research. Special emphasis will be put on statistical techniques for analyzing marketing data including market segmentation, consumer preference analysis, conjoint analysis and market response modelling.
<b>Contents</b>	Statistical methods for segmentation, targeting and positioning, Statistical methods for new product design Statistical methods for market response
<b>Learning Outcomes</b>	On successful completion of the course, students should be able to: <ul style="list-style-type: none"><li>• Develop the hands-on skills of analyzing marketing data with R.</li><li>• Understanding cluster analysis, factor analysis, multidimensional scaling, conjoint analysis, choice models, market response models and discriminant analysis in market segmentation, positioning and new product design.</li></ul>
<b>Teaching Hours</b>	24 Lectures and 12 tutorials/example classes
<b>Assessment</b>	One 3-hour examination (60% weighting) and a coursework assessment (40% weighting) based on assignments, tutorials and a class test ( <b>Mar 29, 2021</b> ).
<b>Method</b>	

**Software** R, RStudio

### Reference

- Lattin J, Carroll JD and Green PE. *Analysing multivariate data*. Thomson.
- Malhotra, Naresh (2010) *Marketing Research: An Applied Orientation*, 6th ed., Pearson.
- Johnson R, Wichern D. *Applied Multivariate Statistical Analysis*. 5<sup>th</sup> ed., Prentice Hall.

## Department's policy on absence from class test

If for any reason you are or have been unable to attend a mid-term/class test, and if you wish to have a supplementary mid-term/class test,

- (a) all full-time students (including MStat and MDASC students) should write to the General Office of the Department of Statistics and Actuarial Science giving reasons for your absence;
- (b) all part-time students should write to the course instructor giving reasons for your absence, within 7 days of the absence.

A special/supplementary test is normally granted to those absent from the original test due to illness and with original medical certificate provided. Students absent due to other reasons are not granted a special/supplementary test unless with very special circumstances and with valid documental proofs provided.

## Download R and R studio

R

<https://cran.r-project.org/>

## RStudio

<https://www.rstudio.com/>

## Guest account

Username: stat8019\_2a\_2019\_guest

Password: Guest\_1920