Figure 6.4
Marketing Data Analysis 2 Abbreviated Course Syllabus

Course Number:	BX830B
Course Name:	Marketing data analysis 2
Instructors:	Wei Lihua
Students:	Class 1 of Marketing major in 2021
Required Text:	1. Structural Equation Model-AMOS Practice, edited by Wu Minglong, Chongqing University Press, 2nd edition, March 2013. 2. Structural Equation Model and Its Application, Hou Jietai, Wen Zhonglin, Ed., Education Science Press, 2nd edition, July 2004. 3. Some magazines, such as Management World, Management Review, Management Journal, etc
Course Description:	This course is a professional elective course for marketing majors. It mainly trains students to analyze marketing problems with objective data and explore relevant laws, so as to provide a basis for marketing management. Therefore, this course has important practical value. This course is mainly conducted on the basis of marketing data analysis I. Marketing data Analysis I aims to cultivate students' ability to initially use data analysis problems and assist management decision-making, mainly involving basic statistical skills. However, marketing data analysis II is mainly to further improve students' data analysis ability and master more advanced statistical skills, so as to more accurately understand the internal structure of related things in the field of marketing, as well as the relationship between things, so as to better examine the relevant laws of marketing management, and help marketing managers to find, understand and solve problems in the process of marketing management. The main content and purpose of this course is to enable students to master the data analysis skills of structural equation models comprehensively and systematically, and to explore marketing problems by using relevant statistical knowledge. Specifically, this course focuses on two parts. The first part, the theoretical part, involves the construction of measurement model, the testing of measurement model, the construction of structural model, and the testing of structural model. Based on marketing data, the comprehensive application of measurement model testing and structural model testing to complete data analysis, that

is, the whole process of structural equation model testing. The second part mainly involves the computer experiment, that is, the structural equation model analysis method based on marketing data.

Topic Outline:		Hours/Minutes
I.	Chapter 1 Principles and concepts of SEM	6
A.	Principle of structural equation model	
B.	Concept of structural equation model	
C.	Advantages of structural equation model	
D.	Differences between structural equation model and regression analysis	
II.	Chapter 2 Analysis steps of structural equation models	6
A.	Model construction	
B.	Model recognition	
C.	Model fitting	
D.	Model modification	
E.	Model interpretation	
III.	Chapter 3: Collecting Data	4
A.	Preparation for data collection	
B.	Use measuring tools	
C.	Pre-research	
D.	large sample data collection	
IV.	Chapter 4: Measurement model test	6
A,	Exploratory factor analysis	
B.	Confirmatory factor analysis	
C.	Evaluation of CFA results	
D.	Interpretation of relevant index values	
V.	Chapter 5: Structural model testing	6
A.	Construction of structural model	
B.	Fitting of structural model and data	
C.	Interpretation of structural model analysis results	
VI.	Chapter 6: Examples of SEM applications	4
A.	Integrated measurement model inspection and structural model inspection	
B.	Use actual marketing data to practice SEM operations	
C.	Use case studies to analyze and solve practical marketing problems using SEM	
	Total Sessions (Coverage Hours)	32

Summary of UG CPC Topics Covered in this Course:		Hours/Minutes
a.	Marketing	4
b.	Finance	0
c.	Accounting	0
d.	Management	2

e.	Legal environment of Business	0
f.	Economics	2
g.	Business Ethics	0
h.	Global Dimensions of Business	0
i.	Business Communications	0
j.	Information System	0
k.	Quantitative Techniques and Statistics	24
l.	Business Policies	0
m.	Comprehensive or Integrating Experience	0
	Total Estimated CPC Coverage Hours	32