

Figure 6.4
Marketing Data Analysis 1 Abbreviated Course Syllabus

<u>Course Number:</u>	BX829A
<u>Course Name:</u>	Marketing Data Analysis 1
<u>Instructors:</u>	Wei Lihua
<u>Students:</u>	Class 1 of Marketing major in 2021
<u>Required Text:</u>	<ol style="list-style-type: none">1. SPSS Statistical Analysis Course, edited by Zhang Wentong, Higher Education Press, 3rd edition, April 2017.2. "SPSS Statistical Analysis from Introduction to Mastery", Yang Weizhong, Chen Shengke, Liu Rong, eds., Tsinghua University Press, 12, 2018, Class 4.3. Management World, Management Journal, Management Review and other related journals.
<u>Course Description:</u>	<p>This course is a compulsory 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 aims to develop students' ability to initially use data to analyze problems and assist management decision-making, mainly involving basic statistical skills. Thus, we can more accurately understand the internal structure of related things in the field of marketing and the relationship between things, so as to better examine the relevant laws of marketing management, and help marketing managers find, understand and solve the problems in the process of marketing management.</p> <p>The main content and purpose of this course is to enable students to master basic statistical analysis skills comprehensively and systematically, and to explore marketing problems with relevant statistical knowledge. Specifically, this course requires students to focus on two parts. The first part is to learn relatively basic statistical knowledge and relevant statistical skills and methods, such as basic statistical analysis, cluster analysis, factor analysis, correlation analysis and regression analysis. The second part mainly involves the computer experiment, that is, the relevant statistical skills are practiced based on marketing data. In general, through the study of this course, students can improve their statistical knowledge, statistical analysis skills, marketing data collection ability, and the ability to find and solve problems by using marketing data analysis, and further deepen the scientific spirit of using objective</p>

data rather than subjective experience to judge the truth of things or reveal the management rules in the field of marketing.

Topic Outline:		Hours/Minutes
I.	Introduction to Statistics and SPSS statistical analysis software	3
A.	Basic concepts of statistical analysis	
B.	Introduction to common statistical analysis software	
II.	Data file creation and management	3
A.	Characteristics of data management	
B.	Introduction to SPSS Data Editor	
C.	Create a data file and a data dictionary	
D.	Save the file	
E.	Read the data	
III.	Descriptive Statistical Analysis	5
A.	Frequency analysis	
B.	Description of the central trend:	
C.	Description of the dispersion trend	
D.	SPSS descriptive statistical analysis	
E.	Use statistical charts for descriptive statistical analysis	
IV.	Comparison of means	5
A.	Ideas and principles of hypothesis testing	
B.	Average	
C.	Single sample t test	
D.	Independent T-test	
E.	Paired sample t test	
V.	Nonparametric testing	4
A.	Single sample non-parametric test	
B.	Independent sample non-parametric test	
C.	Paired sample non-parametric test	
VI.	Factor analysis	4
A.	Basic concepts of factor analysis	
B.	The important role of factor analysis	
C.	Model of factor analysis	
VII.	Correlation analysis	4
A.	Basic concepts of correlation analysis	
B.	Scatter plot	
C.	Correlation coefficient	
D.	Partial correlation analysis	
VIII.	Regression analysis	4
A.	Basic concepts of linear regression analysis	
B.	Simple linear regression analysis	
C.	Multiple linear regression analysis	

D. Application examples	
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