

**(Table 5.2) Course unit description**

Study program: Business Economics and Management
Type and level of studies: Master studies
<b>Course unit: Quantitative analysis in Marketing</b>
<b>Teacher in charge: Veljko Marinković, phd, associate professor</b>
Language of instruction: English
ECTS: 8
Prerequisites:
Semester: Winter Semester
<b>Course unit objective:</b>  Transferring to students the necessary skills for understanding the essence of statistical analysis and their implementation in marketing research projects. Specifically, students will be trained to work in the Statistical Package for Social Sciences (SPSS). Implementation of statistical analysis in SPSS is very important for simple and accurate processing and interpretation of collected data.
<b>Learning outcomes of Course unit</b>  Ability to: <ul style="list-style-type: none"><li>• Understand different types of statistical analysis.</li><li>• Work in SPSS.</li><li>• Implement data analysis as a part of marketing research study.</li><li>• Interpretation and discussion of results.</li></ul>
<b>Course unit contents</b> <ul style="list-style-type: none"><li>• Data analysis in Marketing Research.</li><li>• Introduction to SPSS.</li><li>• Descriptive statistics.</li><li>• Reliability analysis.</li><li>• Correlate analysis.</li><li>• Regression analysis.</li><li>• Parametric and Nonparametric compare means.</li><li>• Factor Analysis.</li><li>• Cluster Analysis.</li></ul>

<b>Literature</b>			
<ul style="list-style-type: none"> <li>• Hair, J., Celsi, M., Ortinau, D., Bush, R. (2013), Essentials of Marketing Research, Irwin, New York.</li> <li>• Zikmund, W., Babin, B. (2010), Exploring Marketing Research, South-Western, London.</li> <li>• Landau, S., Everitt, B. (2004), A handbook of statistical analyses using SPSS, Chapman &amp; Hall/CRC Press, Boca Raton.</li> </ul>			
<b>Number of active teaching hours</b>			<b>Other classes</b>
Lectures	Practice	Other forms of classes mentoring system 3 weekly	Independent work  2 weekly
<b>Teaching methods:</b> lectures; analysis and discussions of results; writing marketing research study with special focus on data analysis.			
<b>Examination methods (maximum 100 points)</b>			
<b>Exam prerequisites</b>	<b>No. of points:</b>	<b>Final exam</b>	<b>No. of points:</b>
Student's activity during lectures		oral or written examination	50
practical classes/tests	20		
Seminars/homework	30		
Project			
Other			
<b>Grading System</b>			
<b>Grade</b>	<b>Bo. Of Points:</b>	<b>Description</b>	
<b>10</b>	<b>91-100</b>	Excellent	
<b>9</b>	<b>81-90</b>	Exceptionally good	
<b>8</b>	<b>71-80</b>	Very good	
<b>7</b>	<b>61-70</b>	Good	
<b>6</b>	<b>51-60</b>	Passing	
<b>5</b>	<b>0-50</b>	Failing	