## Online Course Title
Quantitative Analysis for Marketing and Consumer Behavior

## Technical Requirements
- Fully functional device (laptop, tablet, PC or smart phone)
- Stable internet connection
- Software: Zoom (video/audio)

Recommended hardware: external headset for better sound quality

## Course Level & Target Group
Undergraduate students, second stage of study

The participation requires a higher intermediate or advanced level of English (minimum B1, preferably B2, up to C2) according to the Common European Reference Framework for Languages.

## Course Language
This class is being taught in English only.

## ECTS
5 ECTS

## Instructor
Prof. Dr. BM Purwanto

## Course Description
The course focuses on the use of quantitative analysis methods relevant to various marketing and consumer behavior issues. Participants learn how to identify problems, develop models for the problem solution process, collect and analyze data using appropriate quantitative methods, and to get insights from the results of data analysis to provide recommendations for solving the problems.

The learning process is delivered through synchronous online seminars and independent assignments on various topics related to marketing and consumer behavior. The tentative topics are as follows:

1. Introduction to Quantitative Research in Marketing and Consumer Behavior
2. Quantitative Data Collection Methods for Marketing and Consumer Behavior: Survey, Experiment, and Existing Statistics
3. Theories and Models in Marketing and Consumer Behavior
4. Identifying Relationships between Variables in Marketing and Consumer Behavior: Correlation, Regression, and Cross-Tabs (Chi-Square)
5. Identifying Relationships between Marketing and Consumer Behavior Variables:
6. Data Reduction Analysis: Factor Analysis
7. Validity and Reliability Analysis
8. Introduction to Structural Equation Modeling (SEM)
9. Theory of Planned Behavior: SEM Analysis
10. Segmentation: Cluster Analysis

Zoom will serve as a meeting platform for plenary seminar and discussion sessions and for working in groups (synchronous sessions).

Textbooks

- Schiffman, Leon and Leslie Kanuk (2010), *Consumer Behavior*, 10th, Pearson OR other comparable textbooks

Assessment

Assessment is based on individual assignments and e-examination