**Table 5.2** Specification of subjects

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| **Study program:** Advanced Data Analytics in Business | | | | | |
| **Name of the subject: Marketing intelligence** | | | | | |
| **Teacher(s):** Vinko Lepojević, Vesna janković-Milić | | | | | |
| **Status of the subject:** Elective | | | | | |
| **Number of ECTS credits: 7** | | | | | |
| **Conditions:** Methods of Statistical Analysis | | | | | |
| **Subject goal**  Enabling students to apply the most commonly used statistical tools in market research and marketing research and preparing students, who have already mastered the logic of statistical thinking, to independently conduct marketing research and data analysis. | | | | | |
| **Outcome of the subject**  Students will be able to:   * apply specific methods and techniques for analyzing data collected in marketing research; * conduct appropriate analyzes in order to make adequate managerial decisions; * use the programming languages R and Python for marketing research and analysis. | | | | | |
| **Subject content**  *Theory*  Marketing research, Data, samples and statistical tests, Relationships between variables, Multivariate analysis methods, Multivariate analysis of variance, Principal component analysis, Exploratory factor analysis, Confirmatory factor analysis, Discriminant analysis, Cluster analysis.  *Practical learning*  Application of multivariate analysis methods on concrete data using programming languages R and Python. | | | | | |
| **Literature**   1. Winston, L., W., (2014). *Marketing Analytics*, John Wiley & Sons, Inc 2. Chapman, C., Mc Donnell Feit, E. (2015). *R for Marketing research and Analytics*, Springer International Publishing Switzerland. 3. Schwarz, J., Chapman, C., Mc Donnell Feit, E. (2020). *Python for Marketing research and Analytics*, Springer International Publishing Switzerland. 4. Miller, W., T., (2015). *Marketing Data Science – Modelling Techniques in Predictive Analytics with R and Python*, Pearson. | | | | | |
| **Number of active teaching classes** | | **Theoretical teaching:** 30 | | **Practical teaching:** 45 | |
| **Method of carrying out the teaching**  Presentation, dialogue, graphics, programming language demonstration, indvidual work. | | | | | |
| **Evaluation of knowledge (maximum number of points 100)** | | | | | |
| **Pre-exam obligations** | points | | **Final exam** | | points |
| Activity during lectures | 10 | | Written exam | |  |
| Practical teaching | 10 | | Oral exam | |  |
| Colloquium | 20 | | Project presentation | | 50 |
| Seminar(s) | 10 | | **Total** | | **100** |