

Marketing modeling

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Course description

This course will present how we can use some statistical methods for marketing to understand consumers' heterogeneous preference and to develop new products or services. In this course I will give some lectures and provide the students the opportunity to run some marketing analyses by using an Excel add-on package (ME-XL).

Textbook (e-book included in the package so DO NOT PURCHASE PERSONALLY)

“PRINCIPLES OF MARKETING ENGINEERING 2ND EDITION”

Gary L. Lilien, Arvind Rangaswamy & Arnaud De Bruyn

Requirement

Please bring your laptop computer (Windows 7 or 8) in the class room. In the first session I will let the students to know how to download, install and use the package.

Due to the limited number of the licenses of the package, the participants are restricted to the students of the PhD professional program.

Session 1: General introduction to this course

Session 2: Market response models

Session 3: Segmentation and targeting

Session 4: Positioning

Session 5: Forecasting