

マーケティング・サイエンス II

Syllabus Number

CME-306

Elective

2 credit

BABA, Shinya

1. Course Description

Marketing science involves capturing the market and making decisions based on data and logic. The main feature of marketing science is that it uses mathematical techniques and data, rather than just making decisions based on intuition, experience, and courage. In this lecture, you will learn the theory and techniques of statistics and decision analysis.

Marketing science II covers the rudiments of linear regression analysis, logistic regression analysis, and time series analysis as specific analytical methods. You will learn how to use these analytical methods to find useful information for decision making.