Multivariate statistical methods 816 (BEM 816)

Qualification	Postgraduate
Faculty	Faculty of Economic and Management Sciences
Module credits	20.00
Prerequisites	No prerequisites.
Language of tuition	English
Academic organisation	Marketing Management
Period of presentation	Semester 1

Module content

Overview of multivariate statistical analysis in the marketing context; multivariate analysis of marketing research data; analysis of variance and covariance; correlation and regression; discriminant and logit analysis; factor analysis; cluster analysis; multidimensional scaling and conjoint analysis; structural equation modelling and path analysis.

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