

MKT355 Multivariate Analysis

Level: 3

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JAN

Synopsis:

MKT355 Multivariate Analysis provides a firm understanding of the statistical and managerial principles underlying multivariate analysis. Topics include: how to prepare your data and the use of univariate tests, analysis of variance and covariance, regression analysis, discriminant analysis, logistic regression, factor analysis, and cluster analysis.

Note: The course does not require students to bring a laptop. Students can choose to bring a laptop or share laptops with classmates during class, if needed.

Topics:

- Fieldwork
- Data Preparation
- Cross-tabulations
- Nonparametric Hypothesis Test
- One-way Analysis of Variance
- Two-way Analysis of Variance
- Analysis of Covariance
- Regression Analysis
- Discriminant Analysis
- Logistic Regression
- Factor Analysis
- Cluster Analysis

Textbooks:

Naresh K. Malhotra: Marketing Research: An Applied Orientation PEARSON
ISBN-13: 9789814648417

Learning Outcome:

- Discuss the fieldwork and data preparation process.
- Differentiate between non-parametric and parametric tests.
- Examine the procedures of conducting multiple regression analysis and its applications in marketing research.
- Distinguish the objectives and procedures of conducting discriminant analysis and logistic regression from other classification techniques.
- Compare the objectives and applications of factor analysis and cluster analysis in marketing research.
- Evaluate, undertake and interpret results of empirical studies using multivariate statistical techniques.

Assessment Strategies (Daytime Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	PRE-COURSE QUIZ 1	2
	PRE-COURSE QUIZ 2	2
	PRE-COURSE QUIZ 3	2
	PARTICIPATION 1	6
	GROUP BASED ASSIGNMENT 1	20
	TUTOR-MARKED ASSIGNMENT 1	18
Overall Examinable Components	ECA-REPORT	32.50
	ECA-VIDEO	12.50
	ECA-POWERPOINT	5
Total		100