

Sales Response Models

Academic Year: (2017 / 2018)

Review date: 04-05-2017

Department assigned to the subject: Business Administration Department

Coordinating teacher: BARROSO LUDEÑA, ALICIA

Type: Electives ECTS Credits : 3.0

Year : 1 Semester : 2

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

Not required.

OBJECTIVES

Skills to be acquired

General skills

*CG1: Solid theoretical knowledge of Marketing and Market Research.

*CG2: Effective knowledge of other disciplines / techniques used in Marketing and Market Research.

Specific skills:

*CE5: To understand and use statistics and econometrics tools to analyze data and marketing problems through scientific models, using appropriate software.

Learning objectives:

¿ Develop an understanding of research methods to forecast sales response.

¿ Use the analytics for critical thinking of decisions.

DESCRIPTION OF CONTENTS: PROGRAMME

Sales response function. Static and dynamic models.

Models of product life cycle and diffusion of innovations in the market (Bass model and extensions). Bass models with operational variables, and extensions.

Finite state models. Models of transition probability matrix between brands.

Forecasting models of stationary sales, and persistence. Multivariate models including marketing mix.

Structural sales response models

LEARNING ACTIVITIES AND METHODOLOGY

Classes may involve lectures, small group exercises, case analyses and discussions. The lectures will serve to establish the conceptual foundations. Practical classes are designed so that students can develop skills and abilities required properly established.

Student contributions are an important part of the course. Students are expected to read assigned materials for each class; attend class, participate and contribute to discussions.

ASSESSMENT SYSTEM

Your final grade will be assigned based on:

Participation in-class discussion, quizzes and cases studies: 60%

Final exam: 40%

In order to pass the subject, students need to meet the minimum passing score of 4 points (out of a possible 10) in the final exam. Students that do not meet the minimum passing grade should retake the subject. If the resit is taken, the above grade criteria also apply.

% end-of-term-examination:	40
% of continuous assessment (assignments, laboratory, practicals...):	60

BASIC BIBLIOGRAPHY

- Hanssens, Dominique M., Parsons, Leonard J., Schultz, Randall L. Market Response Models. Econometric and Time Series Analysis., Springer , 2001