Course | Seminar in Quantitative Marketing | Instructor | Dr. Steven S. Cuellar
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Meetings | Tuesday & Thursday | Office Hrs. | TR 12-1 pm
Time | 1-2:50 pm | Office | Stevenson 2026N
Room | Stevenson 3082 | E-Mail | Steve.Cuellar@Sonoma.edu
Web Page | www.sonoma.edu/users/c/cuellar/Econ494/Econ494.shtml | Phone | Office-664-2305
| | | Secretary-664-2377

Course Content

Optional Texts

Course Description
This course covers quantitative methods in marketing research. In the course we analyze data on topics relevant to marketing such as pricing, promotion, branding and purchasing behavior. The course will make extensive use of advanced econometrics methods beginning with the multiple regression model and covering binary dependent variable models, unordered and ordered multinomial dependent variable models, limited dependent variable models and duration dependent variable models. While Stata is the preferred econometrics package, students are allowed to use other software packages.

Problem Sets
The course will consist of a series of problem sets on the following topics:
- The multiple regression model.
- Binary dependent variable models-Logit and probit.
- Unordered multinomial dependent variable models-Multinomial and conditional logit and probit models. Nested logit and probit models.
- Ordered multinomial dependent variable models-Ordered logit and probit.
- Limited dependent variable models-The Tobit and Heckit models.
- Duration dependent variable models-The accelerated lifetime model and proportional hazard model.

There will be no make-up of problem sets and **late problem sets will be penalized 50% for every class meeting after the due date.**

Final Grade
Your final course grade will be determined solely by your grade on the problem sets.

Attendance
Regular class attendance is important because the material needed to complete the problem sets will come from class lectures. Thus, it is **highly recommended** that you attend class on a regular basis.

Academic Dishonesty
Students are encouraged to work together, however, academic dishonesty will not be tolerated. Students who submit identical problem sets will receive a grade of “0” on the offending assignment. Repeat offenses will result in a “0” grade on all assignments. If you are having difficulty with the course work, please see me!

Note
Any student with a disability requiring an accommodation should make this need known to the instructor during the first class period. Every effort will be made to accommodate your needs.