
Quantitative and Financial techniques applied to Marketing

Professor: Roger Pagà and Luz Parrondo

E-mail: roger.paga@upf.edu, luz.parrondo@upf.edu

Office hours: by appointment

Course Description

The present course is divided in two separate blocks. The first block revolves around statistics and will present students with several statistical techniques commonly used in market research. The second block of the course revolves around accounting and finance and will present students with an introduction to the main concepts related to managerial accounting, cost accounting and budgeting.

Objectives

The main goal of the statistics block of the course is to provide students with a body of theoretical and practical knowledge that allows them to:

- 1) Check for the presence of outliers in a dataset, and understand the consequences of removing them.
- 2) Diagnose whether the missing data points in a dataset follow a pattern or not, and understand how this affects one's ability to draw conclusions from the data.
- 3) Obtain the main descriptive statistics for a dataset, and understand how to interpret them.
- 4) Understand which 'dependence' statistical techniques are better suited to analyze a dataset, how to perform them, and how to interpret their results.

The accounting and finance block of the course will allow the student to identify the measures to take in connection with company analysis and financial decision-making, and other decisions that can improve the performance of a firm. Students will have a better understanding of the working capital management and cost accounting as a key factor of the firm's financial strength. Finally, we introduce marketing budgeting as an essential tool for decision making.

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Methodology

The statistics block of the course follows a 'learning by doing' approach. In each session, the professor will present students with a dataset that will serve to illustrate the advantages and scope of a particular statistical technique. Then, the professor will show students how to analyze those datasets using the statistical package SPSS. Students will be performing the same analyses as the professor on their own computers, familiarizing themselves with SPSS in the process. Then, the professor will show students how to interpret the output of those analyses and what practical conclusions can be drawn from them. The goal is that by the end of the course students can autonomously analyze and interpret similar datasets as those seen in the course.

In the accounting and finance block of the course, the professor will use lectures to introduce the key materials, and class discussions to encourage students to share their understanding of these materials. Students will use worksheets and mini-case studies to gain practical experience of the key points. They will read relevant contemporary articles before class, to link the theoretical topics discussed to current events.

Evaluation criteria

For the statistics block of the course, which accounts for **50%** of the course's final grade, the evaluation items and their weights are as follows:

- Assignments involving the analysis and interpretation of datasets: 30%
- Class participation: 10%
- Final exam: 60%

For the accounting and finance block of the course, which accounts for **50%** of the course's final grade, the evaluation items and their weights are as follows:

- Cases and exercises: 30%
- Class participation: 10%
- Final project: 60%

Important:

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In courses that feature a final exam, a minimum grade of **4 out of 10** in the final exam is necessary for the other evaluation criteria to be taken into account when computing the student's overall grade for the course. Therefore, students who obtain less than a 4 out of 10 in the final exam will fail the course automatically. Those students will have to take a remedial exam (more details below).

Courses in the Program will generally include group assignments (case studies, projects etc.). At the end of each term, and in order to disincentivize free-riding behaviors, students will have the opportunity to evaluate the involvement of the rest of their team members in all group assignments that took place within the term. Students who obtain sufficiently poor evaluations from their team members will be penalized. The penalty will involve a reduction in the overall group assignment grades of **all** courses that include group assignments (max penalty: 20% reduction of those grades). More details on the topic are available on eCampus.

All the activities that are submitted past the deadline or that do not follow the submission instructions in terms of content, format, etc. will be considered as 'not submitted'. Students will be informed about the submission and presentation dates the first day of class.

Students are required to attend 80% of classes. Failing to do so without justified reason will imply a Zero grade in the participation/attendance evaluation item and may lead to suspension from the program

As with all courses taught at the UPF BSM, students who fail the course during regular evaluation will be allowed ONE re-take of the examination/evaluation. Students that pass any Retake exam should get a **5 by default as a final grade for the course**. If the course is again failed after the retake, students will have to register again for the course the following year.

In case of a justified no-show to an exam, the student must inform the corresponding faculty member and the director(s) of the program so that they study the possibility of rescheduling the exam (one possibility being during the "Retake" period). In the meantime, the student will get an "incomplete", which will be replaced by the actual grade after the final exam is taken. The "incomplete" will not be reflected on the student's Academic Transcript.

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Plagiarism is to use another's work and to present it as one's own without acknowledging the sources in the correct way. All essays, reports or projects handed in by a student must be original work completed by the student. By enrolling at any UPF BSM Master of Science and signing the "Honor Code," students acknowledge that they understand the schools' policy on plagiarism and certify that all course assignments will be their own work, except where indicated by correct referencing. Failing to do so may result in automatic expulsion from the program."

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Reading Materials/ Bibliography/Resources

CHARLES H. GIBSON. Financial Statement Analysis. South-Western, Cengage Learning (12th edition). 2009

CHURCHILL, G.A (2002). Marketing Research: Methodological foundations (8th edition). Chicago: The Dryden Press.

COLIN DRURY. Management and Cost Accounting. Cengage Learning (8th edition). 2012 LIND, D.A., MARCHAL, W.G., MASON,R.D. (2008). Statistical Techniques in Business and

Economics. (13th edition). Mc Graw-Hill Education.

PALEPU, HEALY & PEEK. Business Analysis and Valuation IFRS Edition. South-Western, Cengage Learning (2nd edition). 2010

POWERS & NEEDLES. Financial Accounting. South-Western, Cengage Learning (11th edition). 2010

POWERS & NEEDLES. International Financial Reporting Standards. An introduction. SouthWestern, Cengage Learning (3rd edition). 2010

Bio of Professor

Roger Pagà: PhD in Economics, Finance and Management awarded by Pompeu Fabra University (UPF). As a researcher, he specialises in the study of consumer behaviour, with particular focus on self-regulation, the psychological consequences of money and consumer rituals. He gives lectures in the field of marketing (ranging from consumer behaviour to statistics) at UPF Barcelona School of Management, ESCI-UPF School of International Studies and Toulouse Business School.

Luz Parrondo: PhD in Economics, Finance and Management awarded by Pompeu Fabra University (UPF). As a researcher, she specialises in the study of management and accounting, with particular focus on earnings management, risk management, corporate social responsibility, and entrepreneurship and gender studies. She is an accounting and finance Professor at UPF Barcelona School of Management. She has also given lectures at Toulouse Business School and IES Abroad. As a

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professional, she has worked as a Financial Controller (Mazel Ingenieros S.A.), and as a Financial and HR Manager (Modiss Iluminación S.L., Acquamedia Technologies S.L.). She is currently a freelance financial consultant for SMEs.

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