

Quantitative Methods in Marketing

Introduction: marketing strategy and consumer behavior. Microeconomics approach to marketing strategy: the Dorfman-Steiner theorem. Impact evaluation of marketing expenditures on firms' sales, econometric issues: simultaneity, market share models, dynamic effects, causality. Determinants of consumer behavior in markets with differentiated products. Discrete choice models: probit/logit, multinomial logit, ordered probit. Censored data: tobit estimation model. Panel data analysis applied to consumer behavior.

INFORMAÇÕES BÁSICAS

❑ **Carga horária:** 60

❑ **Pré-requisitos:** Basic Econometrics (not mandatory but strongly recommended)

BIBLIOGRAFIA

Obrigatória:

- ❑ Berndt, Ernst. *The Practice of Econometrics – Classic and Contemporary*. Addison-Wesley Publishing Company. Capítulo 8.
- ❑ Franses, P. H. & R. Paap. *Quantitative Methods in Marketing Research*. Cambridge: Cambridge University Press.
- ❑ Wooldridge, Jeffrey. *Introdução à Econometria: uma Abordagem Moderna*. São Paulo: Editora Thomson-Pioneira