Analytical Modeling Seminar

The goal of the seminar is to provide an overview of various streams of research with a focus on several key methods in quantitative modeling and to prepare students to read, understand and critique the current analytical modeling literature. Students will learn to build models of real marketing phenomena and will test the robustness of these models. For students who are interested in quantitative methods, this seminar will prepare you to come up with research ideas that will eventually lead to publishable papers and will supply you with the skills and tools to implement your ideas. For students who are interested in other areas, this seminar will provide them a survey and the basic understandings of the main research areas associated with quantitative methods. The students will learn how to use Mathematica (a software program for doing mathematics) to help understand how analytic models are structured and solved.

Marketing Models: Choice Modelling

This course covers the new generation of discrete choice methods, focusing on the many advances that are made possible by simulation. Researchers use these statistical methods to examine the choices that consumers, households, firms, and other agents make. Each of the major models is covered: logit, nested logits, probit, mixed logit, Tobit, censored and truncated models plus a variety of specifications that build on these basics.

PHD Seminar in Marketing Strategy

This course is a doctoral seminar that focuses on marketing strategy formulation. Marketing strategy is a broad term with many meanings, and while scope and domain issues for the field continue to be debated, at a fundamental level has to do with how marketing concepts, tools, and processes can be used to help an organization develop a sustainable competitive advantage through the creation of superior customer value. While marketing strategy is a comparatively young field of study, substantive and sustained contributions by many of the discipline’s leading scholars over the last 30 years have helped create a rich and diverse literature base.

Text Analytics for Marketing Research

This course introduces methods for the analysis of unstructured data, focusing on statistical models for text. Course includes topics from natural language processing (NLP), such as identifying parts of speech, parsing sentences and named entity recognition (people and places). Unsupervised techniques suited to feature creation provide variables suited to traditional statistical models (regression) and more recent approaches (regression trees). At the end of the course students will learn econometric modelling with text data, sentiment analysis, NLP, text classification etc.

Topics in Empirical Marketing

This course familiarizes and improves student understanding of research techniques in marketing. Specifically, it will focus on two different paradigms or research schools of thought in economics and marketing—the “experimentalist” school and the “structural” school and examine their approaches. It will place special emphasis on the identification of the model(s). With respect to structural models, the course will primarily focus on a specific class—learning models. Students will get hands on experience in estimating various econometric and statistical models frequently used in marketing.
research. Will learn how to program marketing research problems in MATLAB, C++, WinBugs, and R (or Splus) etc.