



Course syllabus

School of Business and Economics
Department of Economics and Statistics

1ST050 Statistik för marknadsförare I, 7,5 högskolepoäng
Statistics for Marketers I, 7.5 credits

Main field of study
Statistics

Subject Group
Statistics

Level of classification
First Level

Progression
G1N

Date of Ratification
Approved 2014-10-01
Revised 2019-04-17 by School of Business and Economics. Changed the prerequisites, small linguistic changes throughout course syllabus and test parts.
The course syllabus is valid from autumn semester 2020

Prerequisites
General entry requirements and Civics 1b / 1a1 +1a2, Mathematics 3b / 3c or Civics A, English B, Mathematics C (Field-specific entry requirements 4/A4). Basic eligibility (with the exception of Swedish A/B).

Objectives

After completing this course the student should be able to:

- account for how statistics can be used as a tool in market analysis
- compile, analyze, present and review quantitative material with statistical tools
- use computer aids for statistical processing
- account for how statistics can be used for qualitatively improving the basis for business decisions (Business Statistics)
- account for basic probability calculations
- account for the basics for experiments and selection

Content

The course contains:

- the uses of statistics
- descriptive statistics, such as tables, charts, measures of central tendency and distribution
- statistical presentation using statistical softwares
- different sample types

Type of Instruction

The teaching consists of lectures, and group exercises. The group exercises consist of compiling, analyzing, presenting quantitative data by using a statistical software. Dates for compulsory elements are stated in the schedule.

Examination

The course is assessed with the grades A, B, C, D, E, Fx or F.
The course is examined through a written examination.

The grade A constitutes the highest grade on the scale and the remaining grades follow in descending order where the grade E is the lowest grade on the scale that will result in a pass. The grade F means that the student's performance is assessed as fail. Grading criteria for the A–F scale are communicated in writing to the student by the start of the course at the latest, as well as how the weighting and weighting of grades on individual examining elements to the final course grade takes place. The basis for the student's grade is determined by the student's fulfillment of the objectives.

Repeat examination is offered in accordance with Local regulations for courses and examination at the first and second-cycle level at Linnaeus University. Students who are close to the passing grade of reports can complement after instructions and time-frame given by the examiner to obtain a pass grade.

If the university has decided that a student is entitled to special pedagogical support due to a disability, the examiner has the right to give a customised exam or to have the student conduct the exam in an alternative way.

Course Evaluation

During the implementation of the course or in close conjunction with the course, a course evaluation is to be carried out. Results and analysis of the course evaluation are to be promptly presented as feedback to the students who have completed the course. Students who participate during the next course instance receive feedback at the start of the course. The course evaluation is to be carried out anonymously.

Credit Overlap

The course cannot be included in a degree along with the following courses of which the content fully, or partly, corresponds to the content of this course: The course overlaps 1ST001 with 100 % as well as 1ST801 and 1ST060 with 6 credits each.

Required Reading and Additional Study Material

Required reading

Moore, D., McCabe, G. & Craig, B. *Introduction to the Practice of Statistics*.
Freeman. Latest edition. About 750 pages.