Linnæus University

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 2019-10-30
Revised 2019-10-30 by School of Business and Economics.
The course syllabus is valid from spring semester 2021

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). Exception of Swedish. English B/6 or the equivalent.

Objectives
After completing this course the student should be able to:

- discuss the meaning and use of measures of centrality and measures of spread
- interpret and apply interval estimates
- describe the difference between point estimators and interval estimators
- present, summarize and analyze data by using SPSS, in a written document/report
- account for basic probability calculations
- critically assess and judge the uses and limitations of the statistical methods treated in the course
- account for how statistics can be used as a tool in market analysis
- account for the basics for experiments and the sampling methods included in the course

Content
The course contains:

- descriptive statistics
- probabilities
- random variables
- elementary discrete and continuous distributions
- samples and sample distribution
- point and interval estimation
- statistical data processing with SPSS
- sampling methods

Type of Instruction
Teaching consists of lectures and digital group exercises. 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 digital query (1 credit with grade pass or fail), a computer exercise with hand in assignment (1.5 credits with grade pass or fail) and a final written exam (5 credits).

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: International market analysis and statistics and 1ST001 with 100 %, as well as 1ST801 and 1ST060 with 80 % 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 814 pages.