Linnæus University

Course syllabus

School of Business and Economics

Department of Economics and Statistics

1ST050 Statistik för marknadsförare I, 7,5 högskolepoäng
1ST050 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 2021-10-04 by School of Business and Economics. Revision of field-specific entry requirements and update of standard texts.
The course syllabus is valid from autumn semester 2022

Prerequisites
General entry requirements + Mathematics 3b alt. Mathematics 3c, Civics 1b alt. Civics 1a1 +1a2 and English 6.

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

The teaching consists of lectures and digital group exercises.

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. An examiner can, in exceptional cases, decide that a student who is close to the level for a passing grade may carry out supplementary assignments in order to reach the passing 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 course/courses of which the content fully, or partly, corresponds to the content of this course:
International market analysis and statistics and 1ST001 with 7.5 credits.
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.