This seminar has two objectives:

Acquaint students with current modeling techniques and key substantive findings, and

Enable students to build their own quantitative models for marketing problems.

The course will cover a range of topics. We will study and discuss a few important articles that are relevant for each topic. The aim is that such discussions will stimulate critical thinking and foster an appreciation of the different facets involved in empirical modeling.

Classes will be a combination of lectures, discussions of assigned articles, and hands-on empirical analysis. You should actively listen and think critically about the concepts and issues. Reading the required papers for each class is the best way to prepare for class participation. You should be willing and able to present your analysis and viewpoint to the class when the opportunity presents itself.

Each of you is expected to prepare a short summary (2-3 pages) and discuss one of the papers in each session. Your written summary and discussion should focus on:

* The problem being studied
* The mathematical model developed in the paper.
* Meaningfulness and importance of the results
* Strengths and weakness of the contribution
* Future research ideas

Each student is required to submit and present a completed research paper (8-10 pages) by the end of the semester. You can choose a current managerial or academic issue in marketing that uses quantitative methods. However, the research problem should have the potential to be converted into a publishable paper in top marketing journals.

**Required Book**

Kenneth Train (2009), *Discrete Choice Methods with Simulation*, Cambridge University Press.

The book is available for free from the following web site [http://elsa.berkeley.edu/~train/dcms.html (Links to an external site.)Links to an external site.](http://elsa.berkeley.edu/~train/dcms.html)

**Required Software**

The seminar will include practical exercises; participants should bring a laptop and should download and install the free statistical software R from [http://www.r-project.org/ (Links to an external site.)Links to an external site.](http://www.r-project.org/) and Rstudio before the course.

**Student Evaluation**

Class Participation and Discussion 20%

Assignments and Homeworks 50%

Term Paper (Due Last day of Class) 30%