

**Humboldt University Berlin**

**Institute of Marketing**

**Prof. Dr. Daniel Klapper**

**Seminar in Marketing**

**Syllabus WS 2024/25**

Recommended prerequisite for participation: Successful participation in the lecture “Marketing Management” and "Advanced Marketing Modeling".

Each student must work with R, code with R and document and interpret estimation results from R as well as document the R code.

Each student must attend all sessions!

### **Registration:**

There are a maximum of 20 seminar places. Selection procedure: Students who are in hardship according to §90 (1) ZSP HU (health, social, disability-related or family reasons) are given preference in the selection (proof must be submitted during the registration period). Otherwise the lot decides.

Registration for the seminar takes place between September 30 and October 10, 2024.

Please send an email with all the necessary information including your actual transcript of study success to [mktg@wiwi.hu-berlin.de](mailto:mktg@wiwi.hu-berlin.de). It is sufficient to provide a print of your study success via Agnes. No official stamp is needed.

Students will be informed on Tuesday, October 15, by email about their admission to the seminar.

## **Course Description and Objectives:**

This course focusses on estimating individual preference parameters with the choice-based conjoint (CBC) model. We will study the CBC model and learn the assumptions, their implications, how to collect data for estimating the parameter within the help of Bayesian statistics and use the estimated individual estimates for segmentation, targeting and market simulations.

We work with R and use in particular the bayesm package for estimating the parameters of the CBC model.

## **Course Web Page:**

Course material will be available via the HU box or the Moodle course page.

## **Course Grading:**

Each student can join a group, of up to 2 students or work on herself. A group therefore exist of one or two students.

Your grade will base on a written documentation of up to 15 pages plus appendix about the empirical application of the CBC model. We develop several questionnaires in the seminar and each student must collect survey data from at least 50 respondents. The appendix must include the entire R code and a csv file of your collected data. It is requested that you present the results of your empirical study to all seminar participants on the dates outlined below and discuss your estimation results.

All students must attend the digital Moodle course „709002 Introduction to scientific work (BA/MA)” prior to writing the semeinat thesis.

The final instructions about your written documentation will be announced on December 04, 2024.

Written reports must be sent until January 21, 2025 as pdf document to [daniel.klapper@hu-berlin.de](mailto:daniel.klapper@hu-berlin.de). The document must contain the names of all group members and all student numbers. Pages must be numbered.

## **Course Software:**

The computing in the course will be done with R, we use the bayesm package.

## Material and Relevant Literature:

<https://sawtoothsoftware.com/academics/teaching-resources/five-day-curriculum>

Elshiewy, O., Guhl, D. and Y. Boztug (2017), Multinomial Logit Models in Marketing \_ From Fundamentals to State-of-the Art, Marketing ZFP, Vol. 39 (3), 32-49.

Rossi, P. and G. Allenby (2003), Bayesian Statistics and Marketing, Journal of Marketing Research, Vol. 22 (3), 304-328.

Rossi, P., Allenby, G. and S. Misra, (2024), Bayesian Statistics and Marketing, Wiley.

Eggers, F., Sattler, H., Teichert, T., & Völckner, F. (2022). Choice-Based Conjoint Analysis. In C. Homburg, M. Klarmann, & A. Vomberg (Eds.), Handbook of Market Research (pp. 781-819). Springer. [https://doi.org/10.1007/978-3-319-57413-4\\_23](https://doi.org/10.1007/978-3-319-57413-4_23), [https://doi.org/10.1007/978-3-319-05542-8\\_23-1](https://doi.org/10.1007/978-3-319-05542-8_23-1).

## Tentative Time Schedule

Wednesday, 12:15am – 13:45am, SPA 1, 22

CW	Date	Course Content
41	Oct 10	Deadline for email application to the seminar
42	Oct 15	Notification of students about participation
42	Oct 16	Course Logistics and Introduction to the Course
43 - 47	Oct 23 - Nov 20	“709002 Introduction to scientific work”, Recap on R, Recap on discrete choice models, CBC-model, design of questionnaire
48 -50	Nov 27 - Dec 11	Collecting CBC data
49 - 51	Dez 04 -- Dez 18	Estimating preference parameters of CBC model with bayesm package, discussion estimation approach
02 - 03	Jan 08 - Jan 15	Discussion and work on assignment
04	Jan 21	Deadline for submitting the course work by email
05	Jan 22	Presentation of estimation results and discussion
06	Jan 29	Presentation of estimation results and discussion
07	Feb 05	Presentation of estimation results and discussion
08	Feb 12	Presentation of estimation results and discussion

CW = Calendar week