Fall 9-1-2006

MKTG 560.01: Principles of Marketing/Statistics

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The University of Montana  
School of Business Administration  
Department of Accounting and Finance

Course:  **MKTG 560- Principles of Marketing/Statistics** (Statistic’s portion) Fall 2006

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**Text Books:**


**Make sure your book comes with a copy of the program PHStat2 and the computer you will be using meets the following requirements:**

- Windows 98/98SE/ME/NT 4.0/2000/XP Home/XP Pro computer system.

- Microsoft Excel 97/2000/2002(Office XP)/2003 or later. Excel 97 users must apply the SR-2 or a later free update from Microsoft. PHStat2 is not compatible with Microsoft Excel 95 or the Macintosh versions of Microsoft Office and Excel.

- Screen resolution settings set to 800 by 600 pixels or 1024 by 748 pixels, recommended. PHStat2 will run with any screen resolution settings, but setting your system to use Large Fonts or setting your resolution to the minimum 640 by 400 pixels may truncate or obscure PHStat2 message boxes and parts the Microsoft Excel application window.

- Microsoft Excel Data Analysis ToolPak and Analysis ToolPak–VBA installed (supplied on the Microsoft Office/Excel program CD).

**Course Content and Objectives:**

This course will provide an introduction to business decision making using statistics. We will focus on:

- Presenting Data
- Numerical Descriptive Measures
- Basic Probability and Discrete Probability Distributions
- Normal Distributions and Sampling Distributions
- Confidence Interval Estimation
- Hypothesis Testing: One Sample Tests
- Testing Categorical Data
- Simple Linear

The objectives are:

- To introduce the business decision making process which involves the identification and formulation of a business problem, development of alternatives for solving the problem, and selection of the best alternative and specific course of action.

- To provide concepts, approaches, and technology for supporting the decision making process are applied to solve a wide variety of business problems. Particular emphasis is placed upon the use of computer and information technology to support business decision making.

This course is for those students who have not completed the prerequisites for the MBA program in statistics. This is an Internet class that is self-directed. Students are expected to read and study the book as necessary in order to master the assigned material. I am available via email to help you with the course and assigned problems. However since we do not meet as a class, you are on your own for the most part to work through the assigned chapters and problems. I encourage you to communicate with the me via email early and as often as necessary to address any questions or issues related to the class and its assignments. Please feel free to email each other and get together if possible. However all worked turned in for a grade must be your own.

Exams

There will be two multiple choice exams of 33 questions. See the schedule for the exact dates. Exams will be Thursday night from 6 to 8:30 PM. Exams will be provided by email or posted on Blackboard (instructor’s option) and answers will be emailed back to me when you are done.

Assigned Problems

Assigned problems are listed on the course schedule along with dates due. Also practice problems that are similar in nature are listed too.

Problems are to be typed and emailed to me in a Word Document as per schedule. Please include your name on each answers sheet submitted. To receive credit you must show not just your answer but also how you came to that answer.

Grade

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<table>
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<tbody>
<tr>
<td>Exams (100 points each)</td>
<td>200</td>
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<tr>
<td>End of Chapter problems 7 X 25 points</td>
<td>175</td>
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<tr>
<td>Total</td>
<td>375</td>
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Final course grade will be equally weighted based on how you perform in both the marketing and statistics portion of this course.

**Grade Scale:**

We will use “+” and “-” along with the standard letter grades to report your final grade. The grading scale is presented below and is after any curve.

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<th>A ≥ 93</th>
<th>73 ≤ C &lt; 77</th>
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<tr>
<td>90 ≤ A- &lt; 93</td>
<td>70 ≤ C- &lt; 73</td>
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<td>87 ≤ B+ &lt; 90</td>
<td>67 ≤ D+ &lt; 70</td>
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<td>83 ≤ B &lt; 87</td>
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<td>80 ≤ B- &lt; 83</td>
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<td>77 ≤ C+ &lt; 80</td>
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