Quantitative and Financial Techniques Applied to Marketing

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### Course Description

The present course is divided in two separate blocks. The first block revolves around statistics and will present students with several statistical techniques commonly used in market research. The second block of the course revolves around accounting and finance and will present students with an introduction to the main concepts related to managerial accounting, cost accounting and budgeting.

### Objectives

The main goal of the statistics block of the course is to provide students with a body of theoretical and practical knowledge that allows them to:

1. Check for the presence of outliers in a dataset, and understand the consequences of removing them.
2. Diagnose whether the missing data points in a dataset follow a pattern or not, and understand how this affects one’s ability to draw conclusions from the data.
3. Obtain the main descriptive statistics for a dataset, and understand how to interpret them.
4. Understand which ‘dependence’ statistical techniques are better suited to analyze a dataset, how to perform them, and how to interpret their results.

The accounting and finance block of the course will allow the student to identify the measures to take in connection with company analysis and financial decision-making, and other decisions that can improve the performance of a firm. Students will have a better understanding of the working capital management and cost accounting as a key factor of the firm’s financial strength. Finally, we introduce marketing budgeting as an essential tool for decision making.

### Methodology

The statistics block of the course follows a ‘learning by doing’ approach. In each session, the professor will present students with a dataset that will serve to illustrate the advantages and scope of a particular statistical technique. Then, the professor will show students how to analyze those datasets using the statistical package SPSS. Students will be performing the same analyses as the professor on their own computers, familiarizing themselves with SPSS in the process. Then, the professor will show students how to interpret the output of those analyses and what practical conclusions can be drawn from them. The goal is that by the end of the course students can autonomously analyze and interpret similar datasets as those seen in the course.
In the accounting and finance block of the course, the professor will use lectures to introduce the key materials, and class discussions to encourage students to share their understanding of these materials. Students will use worksheets and mini-case studies to gain practical experience of the key points. They will read relevant contemporary articles before class, to link the theoretical topics discussed to current events.

Bio of Professor

Roger Pagà: PhD in Economics, Finance and Management awarded by Pompeu Fabra University (UPF). As a researcher, he specialises in the study of consumer behaviour, with particular focus on self-regulation, the psychological consequences of money and consumer rituals. He gives lectures in the field of marketing (ranging from consumer behaviour to statistics) at UPF Barcelona School of Management, ESCI-UPF School of International Studies and Toulouse Business School.

Luz Parrondo: PhD in Economics, Finance and Management awarded by Pompeu Fabra University (UPF). As a researcher, she specialises in the study of management and accounting, with particular focus on earnings management, risk management, corporate social responsibility, and entrepreneurship and gender studies. She is an accounting and finance Professor at UPF Barcelona School of Management. She has also given lectures at Toulouse Business School and IES Abroad. As a professional, she has worked as a Financial Controller (Mazel Ingenieros S.A.), and as a Financial and HR Manager (Modiss Iluminación S.L., Acquamedia Technologies S.L.). She is currently a freelance financial consultant for SMEs.