

Georg-August-Universität Göttingen		6 C 2 WLH
Module M.WIWI-BWL.0134: Panel Data Analysis in Marketing		
Learning outcome, core skills: Panel data refers to observations from different individuals or units (consumers, stores, products, etc.) over several time periods (days, weeks, months, etc.). After successful attendance the students will understand the methodological principles of panel data analysis, especially in the context of consumer behavior and marketing-mix models. Further, they will be able to conduct own panel data analyses using the statistical programming language R.		Workload: Attendance time: 28 h Self-study time: 152 h
Course: Panel Data Analysis in Marketing (Lecture with exercise) <i>Contents:</i> <ul style="list-style-type: none"> • Introduction to R • Refreshment in Regression Analysis • Fixed Effects Models in Marketing • Random Effects Models in Marketing • Dynamic Panel Models in Marketing 		2 WLH
Examination: Term Paper (max. 6000 words)		6 C
Examination requirements: A self-conducted empirical project. Students will be provided with empirical data, but are welcome to analyze own projects. Students are advised to use the statistical programming language R, but can be allowed to use different statistics software in exceptional cases. Theoretical, methodological and empirical elaboration of a selected topic in panel data analysis with focus on consumer behavior and/or marketing-mix modeling.		
Admission requirements: none	Recommended previous knowledge: Basics in Hypothesis testing & Regression analysis Previous knowledge in R is not required	
Language: English	Person responsible for module: Dr. Ossama Elshiewy	
Course frequency: each summer semester	Duration: 1 semester[s]	
Number of repeat examinations permitted: twice	Recommended semester: 2 - 4	
Maximum number of students: 25		