Based on

Lecture 1:
Outline of course (Chapter 1)
Features of marketing research data (Chapter 2)
Modelling a continuous dependent variable (Chapter 3)

Lecture 2:
Modelling a binomial dependent variable (Chapter 4)

Lecture 3:
Modelling an (un-)ordered multinomial dependent variable (Chapters 5 and 6)

Lecture 4:
Modelling a limited dependent variable (Chapter 7)

Lecture 5:
Modelling a duration dependent variable (Chapter 8)

The data used in all chapters are available. The Eviews package can be used for estimation. Additional code is provided. Each session will contain various illustrations.