MARK9650
Course Syllabus
Spring 2008
Terry College of Business
The University of Georgia

M/W 11:00-12:15 pm       Instructor: John C. Wurst, Ph.D.
Sanford 105        Office: Room 122 Brooks Hall
Phone: 542-3755
Email: jcwurst@terry.uga.edu
Office hrs: M/W 3:30-4:30

SAS OnlineDoc® Version 9 (http://v9doc.sas.com/sashtml, username: onlinedoc, password: sas)

Course Topics

Introduction, Software
Vectors and Matrices
Regression
Inferences about Multivariate Populations
Multivariate Analysis of Variance
Principal Components and Exploratory Factor Analysis
Cluster Analysis
Discriminant Analysis
Logit Models
Conjoint and Discrete Choice

Green, and Anil Chaturvedi, Academic Press
Applied Multivariate Statistical Analysis, by Richard Johnson and Dean Wichern, Prentice Hall

Evaluation:  2 Exams (equally weighted)  60%
           Class project  30%
           Class participation  10%

Exam I       March 5
Exam II (final)   May 2 (12:00-3:00 pm)
Project proposals due  Feb. 25
Final projects due  April 28

Note: syllabus subject to change by announcement