

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

M/W 11:00-12:15 pm
Sanford 105

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

Text: *Analyzing Multivariate Data*, by James Lattin, J. Douglas Carroll, and Paul E. Green; Thomson/Brooks/Cole

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

Supplementary Texts: *Mathematical Tools for Applied Multivariate Analysis, Revised Edition*, by J. Douglas Carroll, Paul E. 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

