

MARK7650  
Course Syllabus  
Spring 2009  
Terry College of Business  
The University of Georgia

M/W 2:00 – 3:15 pm  
Caldwell 206

Instructor: John C. Wurst, Ph.D.  
Office: Room 122 Brooks Hall  
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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

Vectors and Matrices

Regression Review and Extensions

Inferences about Multivariate Populations

Multivariate Analysis of Variance

Principal Components and Factor Analysis

Segmentation Methodology

Discriminant Analysis

Logit Models

Canonical Correlation

Forecasting

Constrained Optimization

Supplementary Texts: *Mathematical Tools for Applied Multivariate Analysis, Revised Edition*, by J. Douglas Carroll, Paul E. Green, and Anil Chaturvedi, Academic Press

*Multivariate Data Analysis*, by J. Hair, Jr., R. Anderson, R. Tatham, and W. Black, Prentice Hall

*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 4
Exam II (final)	May 4 (3:30-6:30 pm)
Project proposals due	Feb. 25
Final projects due	April 30

Note: syllabus subject to change by announcement