

Course 0: "Introduction to Statistics"

September, 7th to 11th, 2021

Sessions: Live in-person

Profesor: Manuel Ceballos Biondi, PhD

Day	9:00-10:30h	10:45- 12:15h
September, 7 th Tuesday	Introduction and motivation: Why Statistics and Why for Advertising Communication? Introduction to SPSS	Basic concepts: sample and population. Representativeness and sampling Exercises using SPSS
September, 8 th Wednesday	Univariate Statistics: Frequency Table Visualization	Univariate Statistics: Location and Dispersion Statistics Exercises using SPSS
September, 9 th Thursday	Bivariate Statistics: Bivariate Frequency Table Visualization Descriptive Statistics	Bivariate Statistics: Marginal and conditional frequencies Exercises using SPSS
September, 10 th Friday	Inference: Punctual prediction Central Limit Theorem	Inference: Confidence Interval and Hypothesis Testing Exercises using SPSS
September, 11 th Saturday	Other topics/tools: Chi-Squared Test ANOVA	Other topics/tools: Some resampling techniques, clustering, classification... Exercises using SPSS