uc3m | Universidad **Carlos III** de Madrid
Master in Advertising Communication - MADCOM

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, 7th 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, 8th Wednesday	**Univariate Statistics:** Frequency Table Visualization	**Univariate Statistics:** Location and Dispersion Statistics Exercises using SPSS
September, 9th Thursday	**Bivariate Statistics:** Bivariate Frequency Table Visualization Descriptive Statistics	**Bivariate Statistics:** Marginal and conditional frequencies Exercises using SPSS
September, 10th Friday	**Inference:** Punctual prediction Central Limit Theorem	**Inference:** Confidence Interval and Hypothesis Testing Exercises using SPSS
September, 11th Saturday	**Other topics/tools:** Chi-Squared Test ANOVA	**Other topics/tools:** Some resampling techniques, clustering, classification… Exercises using SPSS