Subject name: **SPSS data analysis training**		subject code: GUXSP2CBNF GUXSP2CBLF	weekly/semester hours: full time: 0Lc+0Pr+2lab part-time: 0Lc+0tgy+10lab
Credits: 3 **Requirement:** midterm mark		**Pre-requirement:** -	
Subject owner: Dr. Horváth Szilárd	**Position:** assistant professor	**Faculty and Department name:** Keleti Károly Faculty of Business and Management Department of Marketing, Management and Methodology	

Way of Assessments:
the completion of a mid-year project and active participation in the training are the results of the mid-year assessment

Course description:

The role, characteristics and compliance criteria of data and information. Database structure, data cleaning process, role. SPSS database structure. Coding logic and process, coding features in SPSS. Measurement levels: handling nominal and metric variables in SPSS. Possibility of data mapping. Solutions for filtering data in SPSS. The logic of the link between measurement levels and the calculation of statistical indicators. Descriptive statistics in SPSS practice. Descriptive statistics applicable to metric measurement levels. Cross tabulation analysis and bivariate correlation analysis in SPSS. Types of analysis of variance, practice of one-way analysis of variance. Multivariate analyses, factor analysis exercises and K-means clustering procedure conditions and exercises in SPSS.

Detailed description of the subject, schedule

Education weeks	Topics for lectures and practices
1.	Conditions for completing the subject, discussion of the subject's topic. The concept of data, the possibilities and forms of data analysis (Excel, Access review).
2.	The differences between data, knowledge and expertise, software used today. (Power BI, R, SPSS)
3.	Approach to databases from the perspective of marketing channels
4.	Quantitative methods, data collection, systematization, coding
5.	SPSS basics
6.	Univariate analyses
7.	Cross-tab analysis
8.	Analysis of variance
9.	Correlation and regression calculations
10.	Factor analysis
11.	Cluster analysis
12.	Report preparation, presentation of results
13.	Writing a final thesis
14.	Summary, conclusion, Writing a substitute final thesis

Mid-term requirements

A condition for signing is to attend the lecture and seminars according to the schedule. The number of absences may not exceed the 30 percent set in the TVSZ. An additional requirement is the completion, submission, and presentation of mid-year assignments. The mid-year grade is the grade received for the test, which can be replaced once. Audio and video recordings may not be made in class without the written consent of the instructor and guest lecturers.

Midterm papers, exams, submissions:

1.	Completion of assignments given during practicals
2.	Writing 1 paper during the practical
3.	
4.	

The signature requirement, the method used to form an exam mark:
The condition for signing is to attend lectures and seminars according to the schedule. The number of absences may not exceed 30 percent as set out in the TVSZ. An additional requirement is the completion, submission, and presentation of mid-year assignments. The mid-year grade is the grade received for the paper, which can be replaced once.

Professional competences to be acquired

Knowledge:
- looks at different media channels with a critical eye
- in the field of market research, is aware of the concepts of tracking and panel, beyond ad-hoc research, and is familiar with the individual panel measurement methods
- knows and knows which channel and where data can be purchased
- knows data, recognizes its types
- knows the functions and possibilities of databases and statistical programs

Skills:
- finds and critically interprets available secondary sources
- is able to interpret data, whether it is secondary or primary data
- is able to formulate his/her own opinion within the given scientific and social framework
- is able to choose and implement the necessary data analysis method and interpret the results obtained

Attitude:
- is able and wants to absorb new information
- is able to accept knowledge passed on by previous generations, which he/she can then translate into the operation of his/her own generation
- handles his own and others' operations with sufficient self-confidence and also with distance

Literature

Required:
Research Methodology: Best Practices for Rigorous, Credible, and Impactful Research 2024.
Discovering Statistics Using IBM SPSS Statistics — Andy Field, SAGE Publications, 2017.
Recommended:
The Craft of Research, Fifth Edition, University of Chicago Press, 2024.
Adventures in Social Research: Data Analysis Using IBM SPSS Statistics — Babbie, Wagner & Zaino, SAGE Publications, 2017.