

**Ec 101 Selected Topics in Economics: Topics in Marketing Science** - 5 Units (2-0-3) winter term. Note: this class will be taught during the first five weeks of the winter term. Each week, students will have 4 hours of class time and 6 hours of home work. *Prerequisite: Ec 11 (Introduction to Economics) or equivalent, ACM/ESE 118 (Methods in Applied Statistics and Data Analysis) or EC 122 (Econometrics) or equivalent.* Summary: This course introduces quantitative approaches to analyzing marketing problems. It surveys the latest research in marketing science, with a focus on how to model consumer choice, peer influence, and the management of popularity, fads, and trends. Methods are taught with applications in a number of real-world markets, including micro-finance, real estate, online communities, and transplant organ allocation. Instructor: Bossaerts/Camerer (with guest lectures by J J Zhang, MIT Sloan School).