

schools. The distinctive feature of this course has to be the analysis of Social Marketing from sociological perspective. For purpose of pedagogy the course has to bank heavily on the use of case studies in Social Marketing. It will be rewarding to discuss both kinds of case studies of social Marketing, i.e., the success stories and the failure stories. It will also be valuable to put the students in touch with some knowledgeable figures from industry who have made a marks in the field of Social Marketing. Students have also to be provided knowledge and skills of advertising for Social Marketing.

**PAPER - VIII (D)**  
**ADVANCED SOCIAL STATISTICS**

**MM 100**

**Unit-A**

Subject Matter of Statistics- Formulas, interpretive Rules: Descriptive and Inferential Statistics. Set Theory and Types.

**Unit-B**

Measurement of Variables Nominal, Ordinal, Interval and Ratio Variables. Univariate Analysis- Table of frequency Distribution and grouping of Data, Graphical Presentations. Histograms and frequency Polygons.

**Unit-C**

Measures of Dispersion and the Normal Distribution Normal Curve.

**Unit-D**

Bivariate Analysis- Lambda, Gamma ( $\gamma$ ), Kendall's Tau ( $\tau$ ) and Spearman's Rho.

**Unit-E**

Multivariate Analysis- Nature and Types and Permutations and Combinations, Binomial Probabilities.