

Enquire Teaching Timetable

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Course Outcome

MKTG 4090 - Marketing Analytics

Learning Outcome

1. Marketing analytics involves not only techniques such as computer science, information system, statistics but also behavior aspects on consumers such as marketing. It includes key principles of such areas. Students will be able to master concepts, theories and insights of marketing data and modes.
2. Marketing data analytics is heavily technology driven. After taking this course, students will acquire techniques to statistically analyze marketing data.
3. This course helps students design and develop marketing strategies based on customer data analysis (e.g. customer value analysis), product data analysis (e.g., marketing mix models) and digital data analysis (e.g., social media analysis, search engine optimization). Students will be able to apply the analysis skills to marketing problems and measure marketing ROI based on data analysis.

Course Syllabus

- Introduction
- Data-Driven Marketing
- Data Management
- Methodology Review
- Customer Analytics
- Marketing Mix Model
- Panel Data Analysis
- Pricing Analysis
- Sales Prediction
- Conjoint Analysis
- Big Data Marketing
- Search Engine & Mobile Marketing
- Social Network Marketing

Assessment Type

	Assessment Type	Current Percent
1	Attendance	10
2	Homework or assignment	30
3	Project	30
4	Short answer test or exam	30

Feedback for Evaluation

1. Course Teaching Evaluation (CTE) will be done at the end of the course.
2. Collect information and feedback from students.
3. Assess the achievement of learning goals by reviewing external examiner reports.

Required Readings

There is no required text book for this course. It is because the trend of data-driven marketing is moving so fast and many text books are already out-dated. Instead, students are required to read additional articles, cases etc to keep up with the latest issues and practices of database marketing.

Recommended Readings

We will discuss cases, articles and reports from time to time. These readings will be listed in the schedule. Students are expected to have read and analyzed the materials before coming to the class. In case one did not read them and cannot participate in-class discussions, s/he will lose the points assigned for the participation.