

Customer Analytics in a Digital World

Course Description

This course will help the students to understand the use of analytical tools in marketing and develop their capabilities of using analytical tools to address marketing problems – key skills that numerous companies have stated they look for in marketers, particularly in more and more challenging business environments. The course will be of particular value to students planning careers in marketing and management consulting. The course is designed for students with some background in basic marketing concepts.

Objectives

- to provide students with the opportunity to learn and apply key methods of marketing analytics
- to provide students with a practical experience of applying key methods in managing, analysing, and presenting marketing-related data sets.
- to develop student ability to effectively work as a team whereby they coordinate and communicate with other individuals and appreciate the importance of teamwork in analysing marketing-related data sets.

Course Learning Outcomes

- Understand how analytical techniques and computer models can enhance marketing decision-making.
- Learn to view marketing phenomena and processes in ways that are amenable to decision modeling.
- Evaluate and use a number of statistical methods for analysing marketing-related data sets.
- Use a software tool kit that will enable you to apply marketing analytics to real marketing decision problems.
- Competently and confidently communicate (oral and written) research findings to intended audience

Content

- Overview of Data & Analytics

- Text Mining
- Sentiment Analysis, Thematic Analysis, Network Analytics
- Digital Engagement & Action Analytics
- Summarizing Marketing Data
- Understanding Customer Analytics
- Cluster Analysis, conjoint analysis
- Managing Delivery of Analytics Projects

Core Text

Paul W. Farris, Rajkumar Venkatesan, and Ronald T. Wilcox - Marketing Analytics_ Essential Tools for Data-Driven Decisions (2021)