

COURSE DETAIL

DATA-DRIVEN MARKETING

Country

Singapore

Host Institution

National University of Singapore

Program(s)

National University of Singapore

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Computer Science

UCEAP Course Number

116

UCEAP Course Suffix**UCEAP Official Title**

DATA-DRIVEN MARKETING

UCEAP Transcript Title

DATA-DRIVEN MKTG

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This course examines concepts, methods and tools to demonstrate the return on investment (ROI) of marketing activities and to leverage on data and marketing analytics to make better and more informed marketing decisions. Course topics covered include customer lifetime value, segmentation, targeting, positioning, forecasting, conjoint analysis etc. The course requires students to take prerequisites.

Language(s) of Instruction

English

Host Institution Course Number

BT4211

Host Institution Course Title

DATA-DRIVEN MARKETING

Host Institution Course Details

<https://nusmods.com/courses/BT4211/data-driven-marketing>

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Information Systems and Analytics

Course Last Reviewed

2025-2026

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