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

In today's environment, marketing or business analysts require tools and techniques to both quantify the strategic value of marketing initiatives, and to maximize marketing campaign performance. This course covers 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. The course topics covered include marketing data sources, customer data privacy, marketing test design and analysis methods, predictive modeling issues for marketing applications, customer lifetime value, customer acquisition and retention analyses, purchase choice, quantity and duration models, marketing mix models, customer and market segmentation models, etc. Real marketing and customer data sources are used to conduct hands-on marketing analyses using data mining and statistical analysis tools.

Language(s) of Instruction
English

Host Institution Course Number
BT4211

Host Institution Course Title
DATA-DRIVEN MARKETING

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Information Systems and Analytics

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