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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