COURSE DETAIL

MARKETING ANALYTICS

Country
Italy

Host Institution
University of Commerce Luigi Bocconi

Program(s)
Bocconi University

UCEAP Course Level
Upper Division

UCEAP Subject Area(s)
Computer Science Business Administration

UCEAP Course Number
124

UCEAP Course Suffix

UCEAP Official Title
MARKETING ANALYTICS

UCEAP Transcript Title
MARKETING ANALYTICS

UCEAP Quarter Units
6.00

UCEAP Semester Units
4.00

Course Description

In today's information-driven economy, firms increasingly rely on data pertaining to markets, products, and consumer behavior to inform strategic decision-making in areas such as pricing, advertising, and customer targeting. When correctly used, these data serve as critical inputs for developing effective marketing strategies. This course equips students with the analytical tools and methodological frameworks necessary to leverage such data for strategic marketing applications. The emphasis is on secondary data, i.e., data generated from actual consumer behavior or firm-level decisions. Examples include aggregate market-level data (e.g., car sales statistics), disaggregate panel data (e.g., household grocery purchases), and individual-level digital traces (e.g., online clickstream data). In contrast, primary data, which are collected through surveys or conjoint studies specifically for a particular research purpose, are covered in the Marketing Research class. Prerequisites: background knowledge on statistics, economics, and econometrics, as well as data analysis and relevant coding skills.

Language(s) of Instruction
English

Host Institution Course Number
30420

Host Institution Course Title
MARKETING ANALYTICS

Host Institution Course Details
https://didattica.unibocconi.it/ts/tsn_anteprima.php?cod_ins=30420&anno=2026&or...

Host Institution Campus
Bocconi University

Host Institution Faculty

Host Institution Degree
Host Institution Department Marketing
Course Last Reviewed 2025-2026

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