

# 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\\_anteprema.php?cod\\_ins=30420&anno=2026&or...](https://didattica.unibocconi.it/ts/tsn_anteprema.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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