

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)

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 economy companies have access to data about markets, products, customers, and more. When deciding on issues such as pricing, advertising, or targeting, this data can be very valuable to companies if used correctly. This course provides students with the tools and methods that allow them to leverage data to help shape a marketing strategy. The course focuses on secondary data, i.e., data that originates from consumer behavior. Examples of secondary data are: aggregate market data (e.g., car sales data), disaggregate panel data (e.g., consumer grocery shopping data), and individual level data (e.g., Clickstream data that tracks consumers' behavior online). The course consists of three major parts. The first part discusses market and consumer-level analysis using aggregate and disaggregate data; topics include demand models, promotions and promotion profitability, and advertising response models. The second part of the course explores customer relationship management and one-to-one marketing including topics such as acquiring new customers, expanding on your good customer base, and strengthening relationships with your good customers, building their loyalty, and making them heavier buyers. The third part of the course focuses on how the internet can be used to market products through topics including paid search advertising and social media. This course includes guest speakers, exercises, case studies /incidents, individual assignments, and group assignments.

Language(s) of Instruction

English

Host Institution Course Number

30420

Host Institution Course Title

MARKETING ANALYTICS

Host Institution Campus

University of Commerce Luigi Bocconi

Host Institution Faculty

Host Institution Degree

Host Institution Department
Marketing

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