

# COURSE DETAIL

## MARKETING ANALYTICS

**Country**

United Kingdom - England

**Host Institution**

King's College London

**Program(s)**

King's College London

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Business Administration

**UCEAP Course Number**

141

**UCEAP Course Suffix**

N

**UCEAP Official Title**

MARKETING ANALYTICS

**UCEAP Transcript Title**

MARKETING ANALYTICS

**UCEAP Quarter Units**

6.00

**UCEAP Semester Units**

4.00

### **Course Description**

In this course, students learn how to use a range of marketing analytics techniques to analyze, visualize, and interpret data from various sources such as surveys, transaction data, and data from social media platforms. To effectively analyze these data, students learn how to use typical software packages to develop practical solutions to specific marketing problems. In contrast to other marketing courses, particular emphasis is placed in guiding students step-by-step on how to conduct specific data analyses using suitable software. Students learn how various marketing analytical techniques, tools, metrics, and data sources can be used to address fundamental challenges marketing managers face today in the age of Big Data.

### **Language(s) of Instruction**

English

### **Host Institution Course Number**

6QQMN321

### **Host Institution Course Title**

MARKETING ANALYTICS

### **Host Institution Course Details**

<https://www.kcl.ac.uk/abroad/module-options/marketing-analytics>

### **Host Institution Campus**

### **Host Institution Faculty**

### **Host Institution Degree**

### **Host Institution Department**

Business

### **Course Last Reviewed**

2023-2024

[Print](#)