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