Syllabus
Behavioral and Digital Economics for Effective Management (BDEEM)

Course title	Marketing Data Analysis
Teacher	Thierry Leiber
Shared course	X No ☐Yes, with
Hourly volume	21
Evaluation methods	The course will be conducted through a combination of lectures and in-class applications. Lectures will provide theoretical foundations and practical insights into each topic. In-class applications will involve hands-on exercises using real-world datasets and analysis tools.
Course summary	This course in Marketing Data Analysis provides an in-depth exploration of data analysis techniques applied within the marketing domain. Students will gain essential skills to interpret and leverage marketing data, focusing on concepts including the Bass model, conjoint analysis, hierarchical clustering, principal component analysis for positioning, and perceptual mapping. Basic econometric concepts are necessary to fully engage with the course material.
Skills	By the end of the course, student will: • Understand fundamental concepts of data analysis applied to marketing. • Master advanced techniques such as the Bass model, conjoint analysis, … • Interpret results and apply them to marketing decision-making. • Acquire hands-on skills using data analysis software. • Develop the ability to effectively present and communicate findings.