

Marketing Data Analysis

Leveraging data for strategic decision-making



PROGRAMME
Master 2

SEMESTER
Semester 1

CREDITS
3 ECTS

CONTACT HOURS
21h Lectures

Course Description

This course 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.

Please note that basic econometric concepts are necessary to fully engage with and understand the course material.

Learning Outcomes

- Understand fundamental concepts of data analysis applied to marketing.
- Master advanced techniques such as the Bass model and conjoint analysis.
- Interpret results accurately and apply them to practical marketing decision-making.
- Acquire hands-on skills using relevant data analysis software.
- Develop the ability to effectively present and communicate analytical findings.

Indicative Content

- 1. Fundamentals:** Introduction to fundamental concepts of marketing data analysis.
- 2. Advanced Modeling:** Application and interpretation of the Bass model and conjoint analysis.
- 3. Segmentation & Positioning:** Hierarchical clustering and Principal Component Analysis (PCA).
- 4. Perceptual Mapping:** Visualizing and interpreting market positioning data.
- 5. Practical Application:** Hands-on software exercises using real-world datasets.

Teaching & Learning Approach

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, while in-class applications will involve hands-on exercises using real-world datasets and analysis tools.

Assessment

Individual Project