

Course Descriptions None 2019-2020

Course Title	Marketing Analytics																																			
Course Code	EBC4081																																			
ECTS Credits	6,5																																			
Assessment	Whole/Half Grades																																			
Period	Period	Start	End	Mon	Tue	Wed	Thu	Fri																												
	2	28-10-2019	20-12-2019	X/E			X/E																													
Level	Advanced																																			
Coordinator	Niels Holtrop For more information:n.holtrop@maastrichtuniversity.nl																																			
Language of instruction	English																																			
Goals	<p>After this course, the student should be able to:</p> <ol style="list-style-type: none"> 1.Explain and work with the basic concepts of several standard market response models used to evaluate marketing actions at the market and individual customer level 2.Explain and understand existing marketing models and methods published in the academic literature 3.Evaluate existing marketing models and methods published in the academic literature 4.Understand the difference between several data types, and specify a suitable market response model depending on the data type 5.Estimate a market response using empirical data and statistical software 6.Interpret an estimated a market response in the context of the data underlying the model, and draw managerial implications 7.Report in writing about the data analysis process and its managerial implications 																																			
Description	<p>Analytics in a marketing context is defined as 'a technology-enabled and model-supported approach to harness customer and market data to enhance marketing decision making' (Lilien 2011). In this course students will be exposed to a variety of ways in which the data richness available to modern firms can be used to guide the decision making process of managers, and improve the accountability and impact of marketing. Within the course we focus on the increasingly digital channels through which firms interact with their customers, but also pay attention to traditional marketing instruments to foster a broad understanding of the ways in which firms can reach the market.</p> <p>Consistent with the definition of analytics in a marketing context, two perspectives will be taken in this course: The market and the customer perspective. From the market perspective, we will investigate how firms can gain model based insights in the effectiveness of broad market actions such as (online and offline) advertising and price promotions in order to improve future decisions. From the individual customer perspective, we will focus on marketing actions aimed directly to specific customers with the aim to acquire, retain or develop these customers. Students will be exposed to the existing academic literature on these topics to bring their knowledge up-to-date.</p> <p>Using real-life datasets students will gain hands-on experience with several methods in each of the two subfields. An important focus of the course is understanding the data analysis process and its managerial implications, and communicating the outcomes thereof. In this way data driven insights has an impact on the decision-making process within firms.</p>																																			
Literature	The literature will consist of a bundle of academic papers and book chapters. A detailed literature list will be available on the Eleum site of the course																																			
Prerequisites	All students who are admitted to the Master of Science in International Business can follow this course. In the assignments, students will have to use regression analysis and SPSS. So a background in regression analysis and SPSS is necessary.																																			
Teaching methods	PBL / Presentation / Lecture / Assignment / Groupwork																																			
Assessment methods	Written Exam / Assignment / Presentation																																			
Evaluation in previous academic year	For the complete evaluation of this course please click http://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM																																			
This course belongs to the following programme / specialisation	<table border="1"> <tr> <td>Master Business Research - No specialisation</td> <td>Year 1 Disc - IB Strategic Marketing</td> </tr> <tr> <td>Master Business Research - Operations Research</td> <td>Year 1 Elective Course(s)</td> </tr> <tr> <td>Master Business Research - Operations Research</td> <td>Year 2 Elective Course(s)</td> </tr> <tr> <td>Master Human Decision Science</td> <td>Elective Course(s)</td> </tr> <tr> <td>Master International Business - Accountancy</td> <td>Elective Course(s)</td> </tr> <tr> <td>Master International Business - Controlling</td> <td>Elective Course(s)</td> </tr> <tr> <td>Master International Business - Entrepreneurship and SME Management</td> <td>Elective Course(s)</td> </tr> <tr> <td>Master International Business - Organisation: Management, Change and Consultancy</td> <td>Elective Course(s)</td> </tr> <tr> <td>Master International Business - Strategic Corporate Finance</td> <td>Elective Course(s)</td> </tr> <tr> <td>Master International Business - Strategic Marketing</td> <td>Compulsory Course(s)</td> </tr> <tr> <td>Master International Business - Strategy and Innovation</td> <td>Elective Course(s)</td> </tr> <tr> <td>Master International Business - Sustainable Finance</td> <td>Elective Course(s)</td> </tr> <tr> <td>SBE Exchange Master</td> <td>Master Exchange Courses</td> </tr> <tr> <td>SBE Non Degree Courses</td> <td>Master Courses</td> </tr> </table>								Master Business Research - No specialisation	Year 1 Disc - IB Strategic Marketing	Master Business Research - Operations Research	Year 1 Elective Course(s)	Master Business Research - Operations Research	Year 2 Elective Course(s)	Master Human Decision Science	Elective Course(s)	Master International Business - Accountancy	Elective Course(s)	Master International Business - Controlling	Elective Course(s)	Master International Business - Entrepreneurship and SME Management	Elective Course(s)	Master International Business - Organisation: Management, Change and Consultancy	Elective Course(s)	Master International Business - Strategic Corporate Finance	Elective Course(s)	Master International Business - Strategic Marketing	Compulsory Course(s)	Master International Business - Strategy and Innovation	Elective Course(s)	Master International Business - Sustainable Finance	Elective Course(s)	SBE Exchange Master	Master Exchange Courses	SBE Non Degree Courses	Master Courses
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