Course Descriptions None 2021-2022

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	25-10-2021	10-12-2021					

Level	Advanced
Coordinator	Niels Holtrop For more information:n.holtrop@maastrichtuniversity.nl
Language of instruction	English
Goals	After this course, the student should be able to: 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	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. 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. 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.
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	This course has been cancelled. The following rule applies to students who started one of the following programmes/specialisations prior to academic year 2020/21 TRANSITIONAL REGULATION (EBC4081): * Master Business Research - No specialisation (Note: only if you are taking "Strategic Marketing" disciplinary courses!) * Master International Business - Strategic Marketing You can EITHER do the exam/resit of EBC4081 OR replace the course EBC4081 with "Digital Marketing" (EBC4267).
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

Transitional Regulations	See prerequisites