Course Descriptions None 2023-2024

Course Title	Marketing Intelligence
Course Code	EBC4267
ECTS Credits	6,5
Assessment	Whole/Half Grades

Period

Period	Start	End	Mon	Tue	Wed	Thu	Fri
5	15-4-2024	7-6-2024		X			X

Level	Intermediate/Advanced
Coordinator	Lara Lobschat For more information:l.lobschat@maastrichtuniversity.nl
Language of instruction	English
Goals	Ultimately, the course provides students with strategic and analytical skills to: 1. Describe the implications of the digital revolution for business model formulation. 2. Develop a digital marketing program for a given organization. 3. Explain and work with the basic concepts of several methodologies (e.g. market response models, field experiments, observational studies) used to evaluate digital marketing actions. 4. Explain and understand the basic digital marketing concepts and methodologies published in the academic literature. 5. Select and apply a suitable method to address a specific digital marketing problem 6. Interpret the results of (own or prior) digital marketing research. 7. Report in writing about the solution to a digital marketing problem, and its managerial implications.
Description	Marketing Intelligence is the practice of transforming marketing data into insights that describe the marketing mix and its impact on consumer behaviour. The goal of marketing intelligence is to understand market responses to marketing mix actions initiated by firms, and using these insights to improve strategic decisions. For example, understanding the effectiveness of various marketing channels can help firms decide how to allocate scarce budgets most efficiently. While the practice of marketing intelligence has been around for decades, the transformative impact that digitalization has had on the opportunities and possibilities to conduct marketing intelligence is unmistakable. Therefore, the course explicitly focuses on different digitally driven opportunities for marketing intelligence, and strongly emphasizes the new opportunities and challenges (e.g., measurabilty) that digital marketing offers. One noticeable impact of digitalization is the vastly increased amount of data available for evaluation of the effectiveness of marketing actions. Given the inherent digital nature of many marketing actions taken, it has become commonplace to evaluate the effectiveness thereof using market response models, field experiments and observational studies. A particular focus has been on causal analysis: How does a change in some marketing action X impact marketing outcome Y? Thus, this course will not only review the strategic implications that marketing intelligence insights have for businesses, but also equip students with the (statistical) tools to evaluate the causal effectiveness of marketing actions. To achieve this, students will get hands-on experience running statistical analyses during two assignments based on real-life data. The course is based on a set of readings from the academic literature in the marketing intelligence domain. Beyond the basic insights these readings provide with regard to successful marketing intelligence initiatives, they also provide an introduction to the academic literature on marketing modelling and causal methods. An explicit objective of this course therefore is also to become familiar and comfortable with this literature and type of analyses involved.
Literature	A set of readings from the academic literature will be made available to students.
Prerequisites	
Keywords	
Teaching methods	PBL / Lecture / Assignment / Papers / Groupwork
Assessment methods	Attendance / 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

Master Business Research - No specialisation	Year 1 Disc - IB Strategic Marketing
Master Business Research - Operations Research	Elective Course(s)
Master Human Decision Science	Elective Course(s)
Master International Business - Accounting and Business Information Technology	Elective Course(s)
Master International Business - Entrepreneurship and Business Development	Elective Course(s)
Master International Business - Managerial Decision-Making and Control	Elective Course(s)
Master International Business - Information Management and Business Intelligence	Elective Course(s)
Master International Business - Marketing-Finance	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 - Supply Chain Management	Elective Course(s)
Master International Business - Sustainable Finance	Elective Course(s)