New Elective for Spring 2019

<u>Advanced Marketing Analytics</u>

Instructor: Dr. Rex Du, Bauer Professor of Marketing, Outstanding EMBA Professor (2018)

Class Number: MARK 7397 – 02 (16964) Selected Topics in Marketing

Time: Spring 2019, Mon 6:00-9:00PM

Location: MH 129

Description: Use of advanced analytical tools to generate strategic and tactical insights to optimize marketing efforts

Who Should Take It: MBA and MS students who are interested in improving their skills in business analytics in general, marketing analytics in particular

Who Should NOT Take It: Students who are looking for an "easy" course or do not anticipate a career that would involve sophisticated data analyses

Prerequisite: MARK 6361 or MARK 6A61 and BZAN 6310 or BZAN 6320

Notes:

- The syllabus is still being developed (to be finalized by mid-January 2019). The course will consist of lectures, case studies, in-class exercises, assignments, a group project, and a final exam. Must have a laptop with Microsoft Excel installed.

- The course will cover advanced analytical tools commonly used in marketing. Potential topics include: discrete choice analysis, cluster analysis (segmentation), conjoint analysis, time series analysis (sales forecasting), market response modeling (marketing mix & multi-touch attribution modeling), machine learning (basic), text mining (basic), search-based market intelligence (Google Trends), website traffic analysis (Google Analytics), etc.

- Textbooks under consideration: 1) *Marketing Analytics* by Winston; 2) *Data Mining for Business Analytics: Concepts, Techniques, and Applications with XLMiner* by Shmueli, Bruce, and Patel; 3) *Principles of Marketing Engineering and Analytics* by Lilien, Rangaswamy, and De Bruyn.

- Software packages under consideration: 1) StatTools (http://www.palisade.com/stattools/); 2) XLMiner (https://www.solver.com/xlminer-platform).