Marketing Analytics (Online) – Program Topics

The Marketing Analytics program curriculum covers the following topics:

**Module 1 | Introduction to Marketing Analytics: How to Unleash the Power of Data**
Learn the principles of Marketing Analytics and how to apply them in the real world through a fundamental marketing measurement called Customer Lifetime Value. Once you determine how valuable a customer is to a company throughout the entire consumer lifecycle, from acquisition to development to retention, you can use that insight to guide marketing and product decisions at each step of the customer journey.

**Module 2 | Predictive Models for Marketing Analytics**
Learn how to use predictive modeling, the fastest growing branch of marketing analytics and the basis of modern business intelligence systems. We will show you how to execute two fundamental predictive models and build your own predictive models to generate marketing insights.

**Module 3 | Customer Segmentation and Targeting**
We explore factor analysis, a broadly applicable data consolidation tool that is key to marketing research and customer segmentation and targeting. By considering two cases in parallel—one from Charles Schwab and one from Booking.com—we learn how factor analysis helps create a customer segmentation map, generate core customer insights, and serve as a foundation for your marketing strategy.

**Module 4 | Personalized Targeting and Recommendation Systems**
Using big data, we apply marketing analytics for targeting and personalization. Our hands-on approach leverages actual data and shows you how to build a targeting and recommendation system that incorporates real-time location data from mobile devices for targeting.

**Module 5 | Pricing Analytics**
We explain the basics of pricing, including different ways it is established and what makes an ideal price. Using data collected for a technology startup, we delineate best practices for using survey methods to generate a price—a particularly valuable tool when preparing a product launch. We also look at a versatile pricing tool called conjoint analysis.

**Module 6 | Marketing Experimentation**
We reveal the key tool for marketing measurement: A/B testing or experimentation. A case study in digital advertising provides a real-world introduction to this topic. Proceeding step by step, from the design phase through implementation to the evaluation of an actual A/B test, this case study delves into the major issues to consider when running experiments and prepares you to set up your own A/B test.

**Module 7 | Digital Advertising Analytics**
We examine the most important concepts and metrics in digital advertising, including various payment methods, programmatic advertising, auctions, and quality scores. Learn about key challenges digital marketers face as they attempt to further customize individuals’ marketing communications experience.

**Module 8 | Strategic Outlook in Marketing Analytics**
To ensure a successful implementation of your marketing analytics initiatives, we will illustrate how to build a strong analytics team, again using actual success stories. We will also show you how to recognize the limitations of marketing analytics, including common pitfalls in managing a marketing analytics project, and outline strategies to avoid them.

**Capstone Project**
The two-month Marketing Analytics program culminates with a capstone project in which you will create a slide deck that outlines the four steps necessary to implement an innovative marketing analytics initiative at your organization.