

# MARK-C6055

## Marketing Analytics: Introduction to the use of data in marketing decision making

Period V: 23.4.2024 – 3.6.2024

Credits: 6

Teacher in charge: Professor of Practice Antti Vassinen: antti.vassinen@aalto.fi

Teaching assistant: Joonas Määttä: joonas.p.maatta@aalto.fi (primary contact)

Teaching language: English. Languages of study attainment: English

### Enrollment

The number of students admitted to the course is restricted to 80.

Priority is given to (1) Aalto BSc Marketing students, (2) Aalto MSc Marketing students, (3) Aalto MSc students in Business Analytics (4) Information and Service Management (5) Aalto BIZ exchange students, (6) other BIZ students.

### Content

From school curriculum:

To address the increasing demand from employers for marketing professionals who are at ease with analysing (big) market data, this course provides students with basic tools of statistical analysis to support marketing decision making. The course covers different sources and forms of market data and provides practical tools for making simple analyses from such data. Practical exercises using SPSS and Microsoft Excel provide students with a chance to practice making relevant calculations in the context of marketing decisions, and business cases solved in class provide experience in solving real life business problems using market data. The course consists of lectures, practical exercises, cases, and home assignments (both individual and group assignments).

### For the Spring 2024 implementation

Marketing professionals are increasingly required to be comfortable working with and analyzing large amounts of data. Companies have access to vast amounts of first party and third party data, and the ability to analyse this data effectively and reliably is increasingly important for marketing decision-making.

Driving growth and profitability requires a deep understanding of customer behavior, preferences, and needs, as well as the ability to measure the effectiveness and efficiency of marketing campaigns and make data-driven decisions. This course provides students with the fundamental

tools and techniques for analyzing marketing data and using it to make informed marketing decisions.

In addition to technical skills, this course also emphasizes the importance of practical application and problem-solving in a business context. Students will learn to approach marketing problems with a structured, data-driven approach, and to develop credible recommendations based on sound analysis. The applied parts of the course employ company data from mobile gaming, food, market research, and delivery services industries.

Microsoft Excel is used for instruction. SPSS is demonstrated, and students are welcome to use it, R, Python or negotiable other tools if they so choose.

### **Lecture topics and exercises include:**

Excel as a tool for data analysis in marketing

Summarising key features of market data

Visualising marketing data

A/B tests and experiments in marketing

Calculating ROI on marketing campaigns

Customer analytics (e.g. churn, LTV)

Creating managerial recommendations based on data analysis

## **Assessment Methods and Criteria**

For a maximum total of 100 assessment points:

- Individual exercises (30)
- Pair exercise (20)
- Written exam (50)
- Feedback (bonus - 2)

Students must achieve a pass (50%) on all required components.

### **Approximate workload**

- Lectures and study sessions, 20 h
- Readings, 30 h
- Individual exercises, 60 h
- Pair exercise, 25 h
- Final exam inc. preparation, 25 h
- Total, 160 h

## **Practical arrangements**

There are six lectures sessions on Tuesday afternoons, starting April 23rd.

They run from 15:15 to 17:00h (EET).

Changes to the planned order and content of lectures and exercises are possible.

## Lectures

There are no face-to-face lecture sessions. **Teaching is exclusively over Microsoft Teams.**

If you wish to sit with other students, you are welcome to use hall U8 - U270 at Kandidaattikeskus (with headphones).

Lecture recordings will be available the same week for some sessions/parts, but not guaranteed for all content (e.g. company guests).

Live attendance is not mandatory, but is strongly recommended. Attendance in the sixth session on May 28th is required.

## Study sessions

Each week's lecture content is followed on Thursday (15:15–17:00h) by a exercise session in small groups. There are an opportunity for you to work on the exercises in study groups and receive help from your peers and the course assistant.

These sessions are also over Teams, and are not recorded for privacy reasons.

## Assignments

The individual assignments are presented on lectures 2, 3, and 4 and are due before the following week's lecture. The deadline is strictly enforced, as the answers are discussed in class.

The group (pair) assignment is given on lecture 5 and due for the final contact session (6), when randomly selected pairs will present their solutions.

## Readings

A list of required and suggested readings will be provided to students at the start of the course.

*This version of the syllabus: 17 April 2024*