

3C60500 - Marketing Analytics, 19.04.2021-03.06.2021

Credits: 6 ECTS credits

Teaching Team

- Prof. Robert Kreuzbauer, Course instructor
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Content

The course provides an overview of the applications of marketing analytics in organizations, and covers concepts and tools such as cluster analysis, conjoint analysis, Bass forecasting model, factor and regression analysis, and Customer Lifetime Value.

After the course, students will get an overview of how to conduct marketing analytics research in business, interpret results and get insights from data.

Assessment and Grading

Course attendance is mandatory.

1. Exercises (50 %)

- Groups of 4-5 students will have to submit 3-5 exercises
- Students can work on the exercises during exercise classes
- Deadline: 2 weeks after handed out to students
- Only one person per group will need to submit the assignment. But page one needs to include the full name of all group members.

2. Two online exams (50%)

- **Exam 1: Cluster Analysis**
 - 3. May 13.15-14.15
 - Format: Short answer questions, MCQs, calculations
- **Exam 2: Regression analysis**
 - 17. May 13.15-14.15
 - Format: Short answer questions, MCQs, calculations

Course Preliminary Schedule

1. Class (19. April 2021): Cluster analysis I
2. Class (26. April 2021): Cluster analysis II
3. Class (03. April 2021): Regression analysis I (Conjoint analysis)
4. Class (10. April 2021): Regression analysis I (Pricing and advertising strategies)
5. Class (17. April 2021): Forecasting (Bass-model of Diffusion; Recommender systems)

Software used in this course.

[JASP, free open-source statistics program](#)

Excel

Recommended textbooks

Marketing analytics: data-driven techniques with Microsoft Excel. Winston, Wayne L. 2014.

Principles of Marketing Engineering and Analytics. G. L. Lilien, A. Rangaswamy, A. De Bruyn. 2017.

Other recommended readings

Competitive Solutions: The Strategist's Toolkit. McAfee, R. Preston, author. 2009

Managerial Economics and Strategy. J. M. Perloff, J. A. Brander. 2013.