You Should Take This Class If You

- Want to develop analytical skills in conducting customer and market research, especially in the online and digital environment
- Want to apply research tools to better understand and predict customer behavior to improve marketing effectiveness
- Want to pursue a career in marketing/management consulting, customer relationship management, database marketing, digital marketing, social media marketing

Course Description

The Internet age has given marketers the possibility to learn a rich amount of information about their customers, including their offline store visit and shopping behavior, as well as their online behavior such as web surfing, online purchase, and ad exposure. What do all these data reveal to marketers and how might they be used to improve the marketing effectiveness?

This course will introduce students to various marketing research techniques to collect, analyze and act upon customer information, especially in the Internet and digital environment.

This course consists of three parts: (i) data-driven and customer centric marketing in the internet/digital environment; (ii) Marketing research methods including measurement and sampling of data, qualitative and quantitative research methods, and tools for analyzing customer/market data; (iii) Predictive modeling of customer information, including lifetime value analysis, customer retention and churn, internet advertising analytics, social network analysis, user generated content analysis.

Deliverables

- Lecture and case discussion
- Real-world data analysis
- Individual Assignment
- Group Project
- Final Exam

Course Essentials

Professor Sha Yang

16522  
Monday, Wednesday  
3:30- 4:50pm

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