MKT 566 - Marketing Analytics

You Should Take This Class If You

- Want to gain skills needed to make intelligent and critical use of marketing data and the process of converting data to marketing decisions
- Want to obtain a working knowledge of data handling and modeling techniques using widely-used commercial software.
- Want to be equipped with techniques such as choice-based conjoint models, logit models, RFM analysis, consumer segmentation models, new product pricing models, and obtain an acquaintance with digital and mobile analytics, machine learning, and the use of big data in marketing analytics.

Course Description

This course is aimed at familiarizing students with data-driven marketing strategies. The class takes a very hands-on approach with a combination of lectures, cases, and exercises. Student will be able to enhance his/her marketability as a marketing/business analyst, as well as his/her competency to interact with and manage a marketing/business analytics team.

Deliverables

- Individual Assignments (five full-length cases with real word data)
- Class Discussions and Presentations
- Group Projects (apply what you learn to marketing analytics problem)

Course Essentials

MKT 566
USC Marshall School of Business

16546 & 16547
Monday, Wednesday
2-3:20pm
5-6:20pm

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