MKT 566- Marketing Analytics

You Should Take This Class If You

Anyone who is interested in making intelligent and critical use of marketing data. With skills learned in this class, students will 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.

Course Description

Aimed at providing managers with the skills needed to make data-driven marketing decisions, this course employs a combination of lectures, cases, and exercises. The instructor takes a very hands-on approach with real-world marketing analytics problems and equips students with tools that can be used immediately on a marketing/business analytics related job.

Deliverables

- Hands on approach with real-world marketing analytics problems and databases
- Data handling and modeling techniques using widely-used commercial software
- Targeting and Segmentation
- New Product Pricing
- New Product Design
- Choice-based conjoint models
- Discrete choice modeling
- RFM analysis
- Predictive Modeling
- Sales Force Management
- Big Data Marketing Analytics

Course Essentials

MW 09:30 – 10.50am
MW 05:00 – 6:20pm
T 06:30 – 9:30pm

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