Interested to know how to come up with meaningful market segments for your company? How to position your new lines of services? How to target specific segments of customers? Which combination of features should your new service include in order to best appeal to your desired market segments? What is the optimal pricing point for your products? What are some of the ethical issues you may face when analyzing marketing data? If you answered yes to some of these questions, then this course is for you……

**COURSE DESCRIPTION:**

Managers in the modern Information Age, and especially marketing managers, often have data that needs to be turned into action-enabling information in effective and efficient ways. This course therefore focuses on the application of analysis and modeling techniques to a broad range of marketing decision making domains.

The purpose of this course is to educate and train a new generation of managers, who will be able to apply analytics in their decision making processes. Such decisions involve, but are not limited to, market segmentation, sales forecasting, and optimizing new product design. The analytical techniques applied in these situations include, for example, cluster analysis, customer value predictions, and conjoint analysis.

**INTEGRATION WITH BUSINESS DISCIPLINES:**

Marketing analytics can and should be integrated with all business functions. The examples used in class and homework projects can influence a wide range of decisions and outcomes in various areas of the business. For example, product feature-set decisions can influence business operations, information system requirements, and the financials of the business.

**COURSE OBJECTIVES:**

The objectives of this course include the following:

1. To help students understand how analytical techniques and computer models can enhance decision making by converting data and information into insights and decisions
2. To help students learn to view marketing phenomena and processes in ways amenable to decision modeling.
3. To expose students to a number of examples of the successful use of marketing analytics.
4. To provide students with a software toolkit that will enable them to apply marketing analytics to real marketing decision problems.

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1 Dr. Ofir Turel (Instructor) has been published in various academic journals. You can contact Dr Turel at oturel@fullerton.edu for more information about the course.