

MARKETING ANALYTICS: DECISION MAKING IN THE INFORMATION AGE (M443)

CATALOG DESCRIPTION

Students learn to apply analytic techniques to a broad range of marketing decision areas such as segmentation, positioning, new product design and forecasting. Mainly based on case analysis and group interaction. Students learn to use an Excel-based analytics software.

Prerequisites: ISDS 361A, MKTG 351

COURSE OBJECTIVES AND OUTCOMES

The purpose of this course is to help students understand how analytical techniques can enhance decision making by converting data into insights and decisions. Students are provided with a software toolkit that enables them to apply marketing analytics techniques to real-world marketing problems.

Key outcomes include:

- Critical thinking—the ability to apply analysis techniques to marketing problems
- Calculating Customer Lifetime Value
- Market Segmentation Analysis
- Forecasting Product Sales
- Using Conjoint Analysis to design new products
- Understanding Marketing Mix Decisions
- To understand the issues facing sport marketers in today's environment.

HELPFUL ONLINE RESOURCES

Knowledge@Wharton: You can access this at <http://knowledge.wharton.upenn.edu/>. You can also subscribe to their newsletter.

CONTACTS

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