Marketing Analytics

📅 January 11-13   💳 $ 1000   🏅 4 credits

This course will introduce students to the concepts of marketing operations and tools of their measurement, assist them to better understand how marketing analytics can be used for improving marketing decisions and will continue students' education in the analysis so that they could contribute to their company's marketing activities.

Students will be exposed to many influential North American and Ukrainian contributors to marketing analytics and to projects that will expand their expertise in their field.

Lecturer: Eugene Tkachenko
Marketing Science Analyst

Mr. Tkachenko has +3 years of experience in a fast-paced marketing environment. In 2015 he graduated from Kyiv National Economic University as a master in Management. After that, he worked as a Market Development Specialist in Toronto, Canada.

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Preliminary Course Outline

Day 1 – Friday (9:00-20:00)

Lecture 1: Decision Making Theory in Marketing Analytics

Lecture 2: How to manage your analytical team effectively?

Lecture 3: How to define the right objectives and goals for your projects to tackle a company's problems?

Lecture 4: Classical analytical skillset

Lecture 5: Digital analytical skillset

FAQ session

Day 2 – Saturday (9:00-20:00)

Lecture 6: A refresher on financial and marketing concepts and definitions

Lecture 7: Essential Excel skills for marketing analytics

Lecture 8: Practical examples of using R

Lecture 9: The analysis of business cases and how they are relevant to our day-to-day life

Lecture 10: Marketing Analytics in Advertising and promotion operations

Lecture 11: Social Media & Display Analytics

Day 3 – Sunday (9:00-20:00)

Lecture 12: Tutorial and Team Work - Hands-on Marketing Analysis Case Study Mini-Project in R (marked)

Lecture 13: Tutorial and Team Work - Hands-on Marketing Analytics Mini-Project in Excel (marked)

Lecture 14: Retail analytics

Lecture 15: The list of skills and courses which can help you on your journey to become a marketing analytics professional

Course Wrap-Up and Assigning Team Course Projects

Closing remarks & FAQ session

Day 4 (to be announced) –
Project Defense