MEM 490: Marketing Analytics
Spring 2022
Instructor: Vijay Viswanathan

Course Description

This course covers the fundamental quantitative techniques to support evidence-based decision making by transforming data into information and information into actionable marketing initiatives. Students will learn how to define the research problem and select the most appropriate design for the problem at hand. The course will primarily focus on using quantitative techniques to derive insights and provide actionable recommendations for marketing managers. Students will learn how to use survey designs and statistical software (R) to gather and explore data, specify models and interpret results.

Course Topics
1. Understanding the basics of regression
2. Maxdiff
3. Conjoint
4. Segmentation models 1: k-means cluster analysis
5. Segmentation models 2: FMM/LCA
6. Customer Lifetime Value models 1 (Churn models)
7. Customer Lifetime Value models 2 (Hazard models)
8. Use of Aggregate Data to compute ROI

Learning Goals/Objectives
1. Introduction to marketing analytic techniques commonly used in practice
2. Understand techniques used to gauge consumer preferences
3. Understand data-driven segmentation (as opposed to personas)
4. Modeling techniques to compute and drive CLV
5. Understand models to evaluate marketing effectiveness

Prerequisites

1. AP Statistics or its equivalent