

GBUS 495 Marketing Analytics

This course takes an in-depth look at digital marketing strategy and analytics. Students with an interest in entrepreneurship will also find the course useful as new businesses often rely on digital and analytical marketing. In a response to a growing interest among businesses to use consumer data to make decisions. This course is not about data analysis per se, although we will use some statistical analysis. Rather, this course is about how data and digital transformation can help shape a firm's marketing strategy.

The course has topics including:

- a. The importance of data within an organization
- b. The changing landscape of customers, technology and industry under new technology and digital era.
- c. Digital marketing strategy: the force of disruption
- d. Digital marketing strategy: service transitioning
- e. Digital business model design
- f. Social network analysis
- g. Two-sided market and network effect
- h. Platform effect
- i. Online community formation
- j. Social Contagion and product adoption
- k. Mobile targeting