

Course Description – Curriculum 2018

Subject: MK318 Marketing Analytics for Decision Making

Credits: 3

Prerequisite: MK312 and MK313

Description: The course introduces students to various data search, data collection, and data preparation techniques. These data include both internal and external data as well as big data online. Subsequently, students will learn how to analyze these data to uncover marketing insights before deriving data-driven marketing decisions in the areas such as positioning, pricing, distribution, and integrated marketing communication.