MKT6353 - Customer Analytics and Insights

MKT 6353 Customer Analytics and Insights (3 semester credit hours) Techniques to analyze, interpret, and utilize marketing data sets for prospecting purposes and to identify and retain profitable customers. Exposure to the role of customer data platforms and their focus on omni-channel data. Techniques such as Life-Time Value, RFM, response analysis, and attribution are emphasized. Additional emphasis on developing critical thinking skills and problem solving techniques to find and present actionable insights to management. Students will be exposed to the basic concepts and rules in machine learning. Prerequisites: MKT 6301 and OPRE 6301. (3-0) Y