Additional Marketing Seminar:

Marketing in the Age of Big Data (Summer Term 2018)

Supervisor: Dr. Raoul V. Kübler

Content

The seminar intends to introduce students to the latest developments in marketing with a strong emphasis on big data analytics. Students shall acquire hands on experience by applying machine learning algorithms to customer data to understand and learn how such algorithms can help managers making better marketing decisions. Topics will cover fields such as customer segmentation, targeting, customer referral, dynamic pricing, sentiment and network analysis.

Reference

Mandatory readings will be decided by the seminar instructor. Students interested in the seminar should be interested in data analytics and be prepared to run econometric analyses. Knowledge on programming in languages such as R is not mandatory, but a basic understanding of programming and a willingness to learn doing so is certainly helpful.

Seminar requirements

The seminar consists of three mandatory assignments:

- Analyzing a data set provided by the instructor (group work, 35% of final grade)
- Writing a research paper (individual, 35% of final grade)
- Presentation of the key insights of the research paper and discussion (30% of final grade)

All assignments must be passed to get 12 ECTS for the seminar.

Organizational issues

- Applications for the seminar are to be made via the general MCM application process for seminars
- Communication and distribution of files is organized via Learnweb.
- Participants shall read the book chapter by Kübler, Wieringa and Pauwels before the beginning of the seminar.
- Participants shall ensure that they have a working R/Rstudio installation. Please see Learnweb for an installation guide.
- A short session at the beginning of the seminar will introduce participants to the overall topic and will provide some guidance related to the different topics and an introduction to programming. Please note that participation in this session is <u>mandatory</u>.
- Submissions of research papers and presentations after the submission deadlines are not accepted.

Timetable*

What	When	Where
Introductory session	July 13 (09:45 h, s.t.)	MCM 006
Distribution of topics	July 16	Via eMail / Doodle
Individual meeting with supervisor	tbd.	MCM/Skype
Optional 2nd speed dating meeting with supervisor		
Submission of research papers	August 31 (end of day)	Digital
Submission of presentations	September 13 (noon)	Digital
Presentation of research papers	September 14 and 15 (whole day)	MCM 006

* Please note that some changes of these dates are possible. Any changes of the timetable will be shared as soon as possible.