

## Course unit: Quantitative marketing

- Title in French: Marketing quantitatif
- Course code: tba
- ECTS credits: 1
- Teaching hours: 25h
- Type: elective course
- Language of instruction: English
- Coordinator: Renaud Bourlès
- Instructor(s): Vincent Archer (LD Mobile), Pascal Ferrero (Enov research), Denis Garcia (Makazi), Sarah Möller (Oreca)

### Brief description

This course is an elective course aimed at anyone interested in applying scientific methods to marketing.

### Learning outcomes

- Know how to build and study a marketing study
- Understand the issues of web-marketing and data marketing

### Course content

1. Marketing studies: How to build a study (a survey) and how to treat the resulting information
2. Data Marketing: introduction to the issues linked to web-marketing (big data, tender, graph theory)

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Last update: **2019/01/10 17:14**

