Marketing Analytics elective package

Marketing Analytics elective package	
Offered by	Department Tilburg university
Language	English
Primarily interesting for	All students, but most relevant for students with background in Major Data Science
Prerequisites	Required courses: NA Recommended courses: NA
Contact person	jbds@tilburguniversity.edu

Content and composition

Concluding this elective package provides you access to the master Marketing Analytics. In this master from Tilburg University, you learn about highly trained marketing analyst: gather and analyze big data using the latest techniques and methods available, to provide management with critical marketing insights and opportunities about online and otherwise.

Course code	Course name	Level classification
324064 **324068**	Financial accounting (in Dutch) Financial accounting (in English) Or Management accounting (in Dutch)	2.
324066		2.
325223	Marketing Analytics for Big Data	3.
325222	Digital and Social Media Strategies	3.

Course description

Note 1: Please note that these electives take place in Tilburg.
If you are a bachelor Data Science student you need to register for this course by sending an email to jbds@tilburguniversity.edu.
For non-Data Science students: to participate in these courses you need to register as an individual 'bijvak' student at Tilburg University Initial registration - minors | Tilburg University

Note 2: For entering the master Marketing Analytics all three courses are required.

Note 3: these courses take place in Tilburg and not all of them follow the time schedule of the TU/e.
They are mainly organized in semesters. Keep this in mind when selecting these courses.
Please contact jbds@tilburguniversity.edu in case you experience difficulties with your schedule.

Financial Accounting (in het Nederlands)
Deze cursus is een inleiding in de fundamenten van Externe Verslaggeving (Financial Reporting & Financial Accounting) en is gericht op het ontwikkelen van accountingvaardigheden

Financial Accounting (in English)

This course is an introduction to the fundamentals of External Reporting (Financial Reporting & Financial Accounting) and focuses on developing accounting skills**.**

Management accounting (in Dutch)

Het doel van deze cursus is om studenten inzicht te laten verwerven in het belang van management accounting zowel voor controle als voor beslissingsdoeleinden in bedrijven.

Marketing Analytics for Big Data

Marketing Analytics for Big Data surveys several topics within the new and emerging field of big data. Marketing analytics itself (e.g., profiling, segmentation) is not new. Yet big data has brought about several new techniques, new applications, and new types of data that are all becoming increasingly important for product and marketing managers, analysts and others to understand and apply. The aim of the course is to give students a *broad overview of several areas rather than an in-depth presentation* of any one particular technique, application or data type (which could easily occupy an entire course or more). We will cover some of the math and calculations of the models. We will not be estimating these models on large datasets, or coding in R or Python.

Digital and Social Media Strategies

This course familiarizes you with digital marketing and the online market place. Specifically, you will get an introduction to the digital market place and learn how to develop a digital marketing strategy. The course goals encompass the following key components, which you will be able to use independently by the end of this course.