# Minor Marketing Analytics elective package

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| **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:<br>Recommended courses: |
| **Contact person** | jbds@tilburguniversity.edu |

## Content and composition

The courses of this minor are in principal only open to Data Science students and you will be allowed to follow these courses on a first come first serve basis. If you would like to take these courses, please send an email to jbds@tilburguniversity.edu (email address Joint Bachelor Data Science) before June 29 and explicitly indicate which course(s) (including course name and course code) you want to follow in which year (2021-2022 or 2022-2023). If there are sufficient places left, you immediately receive a confirmation.

Students that are not part of the Data Science program are also allowed to follow these courses too, if there is sufficient place for this. If by June 29 there are still sufficient places available, students of other programs are selected to join these courses and will be informed the day after.

What is this package about? Concluding this minor 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 | Financial accounting | 2. |
| 324066 | Or<br>Management accounting (in Dutch) | 2. |
| 325223 | Marketing Analytics for Big Data | 3. |
| 325222 | Digital and Social Media Strategies | 3. |

## Course description

**Note 1: Please note that this minor takes 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:** select at least three (minimum of 15 ECTS) courses from the following list. Note that for entering the master Marketing Analytics all five courses are required.

**Note 3:** these courses take place in Tilburg and not all of them follow the time schedule of the TU/e (only JBM130 and JBM145 have the TU/e schedule). 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
Deze cursus is een inleiding in de fundamenten van Externe Verslaggeving (Financial Reporting & Financial Accounting) en is gericht op het ontwikkelen van accountingvaardigheden

### Management accounting
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.