Marketing is evolving from an art to a science. Many firms have extensive information about consumers’ choices and how they react to marketing campaigns, but few firms have the expertise to intelligently act on such information. In this course, students will learn the scientific approach to marketing with hands-on use of technologies such as databases, analytics and computing systems to collect, analyze, and act on customer information. While students will employ quantitative methods in the course, the goal is not to produce experts in statistics; rather, students will gain the competency to interact with and manage a marketing analytics team and to apply a range of methods to answer marketing questions.

The course uses a combination of lectures, cases, and exercises to learn the material. This course takes a very hands-on approach with real-world data and equips students with tools that can be used immediately.

After finishing the class, you will be able to use Python to execute typical data-science tasks and discuss the results for technical and non-technical audiences, including forecasting, targeting, experiment design, and campaign evaluation. Topics covered include:

- Prospecting, targeting and developing customers
- Churn management
- Randomized experiments
- Web analytics
- Mobile analytics

Recommended (not enforced) courses: UGBA 106, equivalent of UGBA 88

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