Marketing Analytics and Big Data

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Course Description

Nowadays, people generate more data and do so at a faster rate than in any other moment in History. From mere individuals and small communities, to small and medium companies, to large multinationals and government organizations and administrations, everyone’s capacity to generate information rapidly grows every day.

We are constantly generating data and this phenomenon is being boosted even further due to the Internet, cell phones, and the Internet of Things (which allows traditionally off-line devices such as electronic appliances or cars to connect to the Internet in order to send and receive data). Thanks to those technological advances, not only computers and Smartphones but also medical equipment and even electronic appliances generate millions of data every second, data waiting to be used as information.

Companies are already aware that the correct analysis and understanding of the available data, both internal and external, is the key to find competitive advantages. In the fields of business and marketing, all the talk about data is focusing more and more on consumer trends, the planning of new products, and other market insights.

Working with traditional statistical techniques, explorative analysis, and data mining, marketing professionals will have to face the new challenge of interpreting this huge amount of data and incorporating it into their decision-making processes.

From a marketing perspective, the advantage of using data is not limited to the possibility of offering better contents or applications to consumers. By relying on data, it is also possible to improve the products and services brands offer, or to facilitate the process of making certain marketing decisions beyond what traditional market research would allow.

Objectives

- Understanding the new challenges that marketing professionals have to face when, in order to improve an organization’s products and services, they use technologies and documented principles to extract and analyze information out of large volumes of data, they access and disseminate information on cell phones, and they gain presence in social networks.
- Understanding the importance of data bases and knowledge bases in order to manage and reach the company’s goals.
- Understanding the concept of ‘Key performance indicator’, its design, and its applications as a measurement tool of marketing management.
- Learning how to efficiently integrate the company’s internal and external information.
- Learning to use Business Intelligence (BI) by familiarizing oneself with the appropriate tools and data analysis techniques.
Methodology

Students are expected to actively participate in class, to work in groups, and to use the Internet.

In-person activities to be conducted in theory sessions:

- Theory classes
- Project presentations
- Debates and discussion around marketing cases
- Seminars taught by collaborators (professionals in the field...)

Autonomous learning:

- Preparation of group/individual projects
- Resolution of cases
- Research on topics related to the course
- Group dynamics involving topics discussed in class
- Individual and group tutorial sessions
- Final exam


We will rely on the conceptual framework by Payne and Frow and, specifically, we will focus on the information management process and its five components (see figure 1 below):

1) Data repository
2) IT systems
3) Analysis tools
4) Front office applications
5) Back office applications

Bio of Professor

Carolina Luis-Bassa: Lecturer and Researcher at UPF-Barcelona School of Management, Associate Professor of marketing and market research at Pompeu Fabra University, and Director of the Masters Programme ‘Master en Gestión de Marketing’ at UPF – Barcelona School of Management. PhD in Business awarded by Universidad de Barcelona (UB), Master of Research in Business, Finance and Insurance awarded by UB, MBA awarded by IESA (Venezuela), and Computer Engineering degree awarded by Universidad Simón Bolivar (Caracas). Consultant in the areas of business strategy, marketing and computer science.

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**Manuel Guerris Larruy**: Lecturer of operations, logistics, industrial management and business strategy at UPF- Barcelona School of Management, UPF-ESCI, Universitat Politècnica de Catalunya (UPC), and IQS – Universitat Ramon Llull. PhD in Economics and Management awarded by IQS, MBA awarded by IESE, MSc in Economics and Management awarded by IQS, Industrial Engineering degree awarded by UPC. Has been President of the ‘Comisión de Internacionalización de la Asociación Profesional e Industrial de Ingeniería’. Ample experience as a Consultant working for private and public European companies. Has founded a new company in the sector of e-health. Partner of Neo Consulting BCN, consulting company specialized in operations and internationalization processes and that helps other companies expand their internal and external borders.