MARKETING ANALYTICS AND INSIGHTS

Learning Outcomes

The Master of Marketing in Marketing Analytics and Insights Goals and Objectives:

1. **Understanding the Role of Marketing in a Global Environment (KNOW)**
   MMAI graduates will examine strategic issues in global marketing, including opportunity analysis, planning, and implementation.

   Learning Objectives:
   
   • MMAI graduates will demonstrate the competency to think strategically about marketing issues and challenges and develop effective strategies for changing, complex environments.
   
   • MMAI graduates will be able to analyze social, political, technological, economic, and global factors; evaluate industry and market structure; and assess organizational strengths and weaknesses.

2. **Marketing Analytics Tools (APPLY/CREATE)**
   MMAI graduates will acquire the ability to identify and utilize the appropriate marketing analytic tools to gather, integrate, visualize, and analyze data.

   Learning Objectives:
   
   • MMAI graduates will develop principles of applied marketing analytics, including marketing data sources, data quality, software, and fundamentals of statistics.
   
   • MMAI graduates will learn to integrate and visualize marketing-related data from disparate sources such as industry data, CRM and sales data, Google Analytics, social media, and consumer surveys.

3. **Implementation of Marketing Analytics (THINK)**
   MMAI graduates will learn how to apply the marketing analytics tools in different marketing-related applications.

   Learning Objectives:
   
   • MMAI graduates will develop systematic and analytical approaches to marketing decision-making with modern-day enterprises in areas including, but not limited to, digital marketing analytics, customer analytics, and brand analytics.
   
   • MMAI graduates will learn how to match marketing analytics tools with the appropriate research questions and data availability.

4. **Communication of Insights from Marketing Analytics (COMMUNICATE)**
   MMAI graduates will learn how to bring insights obtained from marketing analytics to the marketing organization to drive data-driven decision making.

   Learning Objectives:
   
   • MMAI graduates will develop visualization skills to highlight key insights from implementations of marketing analytics.

5. **Ethical Responsibilities of Leaders (PROFESSIONAL PRACTICE)**
   MMAI graduates will be attuned to the ethical and social responsibilities of business leaders.

   Learning Objectives:
   
   • MMAI graduates will learn to consider and evaluate the ethical and societal implications of managerial decisions.
   
   • MMAI graduates will cultivate a principled approach to leadership, valuing others' perspectives and acting with integrity.