

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.

- MMAI graduates will develop communication skills to convey marketing insights from marketing analytics to their marketing organization.

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.