

# MARKETING ANALYTICS AND INSIGHTS

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## 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.