



Course leader	Dong-Gil Ko, visiting professor from University of Cincinnati, United States https://business.uc.edu/faculty-and-research/departments/obais/faculty/dong-gil-ko.html
Course description	This course examines the interplay between Big Data and Marketing that is shaking firms by the storm. It presents conceptual frameworks and models for understanding how firms leverage technologies and big data for shaping digital marketing strategies. ARKETINGALYTICS
Course objectives	Through the use of a case study, students will evaluate organizational competence, conduct strategic and market research, detect multi-country trends with social media, perform basic analytics, and develop multimode marketing strategy. Students will also apply the techniques learned in a different industry for understanding the effectiveness of digital media strategies.
Tackled Concepts	<ul style="list-style-type: none"> • Social media framework; Customer decision framework • Digital marketing strategies • Google analytics, Trend analysis • Case study analysis • Quantitative and qualitative market analyses
Learning methods	Lectures, exercises, discussions, team project, test Students are expected to collaborate and complete team assignments on a daily basis.
Schedule	9 Sessions Seminar
Assignments	Quizzes (30%); Team Project (40%); Evaluations (10%); Test (20%)
Sessions	<ol style="list-style-type: none"> 1. Big Data & Marketing Analytics 2. Project Introduction/Identification 3. Case Introduction/Analysis, Strategic Frameworks 4. Social Media Listening 5. Data Analytics/Trend Analysis 6. Digital Marketing 7. Case Analysis Outcomes 8. Project Presentation 9. Test
Bibliography / Course material	<p>Bens, Katrina & Dubois, David, Ombre, Tie-Dye, Splat Hair: Trends or Fads? "Pull" and "Push" Social Media Strategies at L'Oréal Paris, Case Study (2015).</p> <p>Edelman, David C., Branding in the Digital Age, Harvard Business Review, December 2010.</p> <p>Additional reading materials will be provided on the first day of classes.</p>

**Courses listed are representative and subject to slight changes. The school reserves the right not to open a course where minimum participation is not reached or due to unforeseen circumstances.*