




Due to the COVID-19 crisis, the information below is subject to change, in particular that concerning the teaching mode (presential, distance or in a comodal or hybrid format).

5 credits	30.0 h	Q2
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Teacher(s)	Chevalier Ludovic ;
Language :	English
Place of the course	Louvain-la-Neuve
Main themes	<p>down anytime soon.</p> <p>In such environment understanding and working with data has become crucial for companies to survive, innovate and grow. For this reason, companies are more and more demanding of data literate workforce - and marketing is no exception.</p> <p>The fundamental pillars of marketing ' acquire and retain customers - will not change, but the means available to marketers to achieve their objectives are changing fundamentally. This course will introduce and delve into one of the most promising new mean available to marketers to achieve their objectives: Big Data.</p> <p>Themes that will be addressed are:</p> <p>Digital marketing (campaign/strategy), Big data, Data mining, Artificial Intelligence, AdWords, Analytics, SEA/SEO/SEM, Technologies, Multi-channel communication</p>
Aims	<p>On successful completion of this program, each student will acquire the following skills :</p> <ul style="list-style-type: none"> • Knowledge, reasoning and critical thinking • Project management • Communication and interpersonal skills • Leadership and team working 1 • Analytical skills <p>At the end of this course, you should be able to understand and use big data in order to:</p> <ul style="list-style-type: none"> • Identify growth opportunities. • Personalise and automate marketing efforts. • Predict ROI of future marketing campaigns. <p>-----</p> <p><i>The contribution of this Teaching Unit to the development and command of the skills and learning outcomes of the programme(s) can be accessed at the end of this sheet, in the section entitled "Programmes/courses offering this Teaching Unit".</i></p>
Evaluation methods	<p>Due to the COVID-19 crisis, the information in this section is particularly likely to change.</p> <p>Continuous evaluation</p> <ul style="list-style-type: none"> • Date: 19/05/21 • Type of evaluation: Group assignment. • Comments: <p>Evaluation week</p> <ul style="list-style-type: none"> • Oral: • Written: • Unavailability or comments: <p>Examination session</p> <ul style="list-style-type: none"> • Oral: • Written: Written exam on site (max. 2h) • Unavailability or comments: If impossible to organize exam in Louvain-la-Neuve due to Covid, a 10 min individual Oral exam through Teams will be organized instead.
Teaching methods	<p>Due to the COVID-19 crisis, the information in this section is particularly likely to change.</p> <p>Conferences, lectures, group project, exercises, articles, in-class/at-home activities, readings, self-study, discussions, case studies</p>

Content	<p>The content of the lectures (first part) will be divided into 6 Modules:</p> <ol style="list-style-type: none"> 1. Understanding big data and data mining. 2. Structure and language of a database. 3. Collecting data and working with data. 4. Data mining applied to marketing. 5. Focus on successful big data marketing. 6. Impact of Artificial Intelligence in marketing.
Bibliography	<p>Slides provided through Moodle. Additional references on the topic will be communicated later to the students.</p> <p>Reference books (recommended but not compulsory):</p> <p><i>The Big Data-Driven Business: How to Use Big Data to Win Customers, Beat Competitors, and Boost Profits</i> by Russel Glass.</p> <p><i>Big Data Marketing: Engage Your Customers More Effectively and Drive Value</i> by Lisa Arthur.</p> <p>(For even more:</p> <p><i>Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie, or Die</i> by E. Siegel</p> <p><i>Big Data: A Revolution That Will Transform How We Live, Work, and Think</i> by V. Mayer-Schönberger and K. Cukier</p> <p><i>Data-driven Marketing: The 15 Metrics Everyone in Marketing Should Know</i> by Mark Jefferey.)</p>
Other infos	<p>Prerequisites Basic Marketing Evaluation : Case studies preparation (group and/or individual) Support : Textbook recommended (Malaval, B2B Mkt) and slides provided through iCampus References : Provided during the class Pedagogic team : Professor's weekly open door Other : - Internationalisation - international content - international case study Corporate features - conference - case study - corporate guest - company visit</p>
Faculty or entity in charge	CLSM

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Aims
Master [120] in Management	GESM2M	5		
Master [120] : Business Engineering	INGM2M	5		
Master [120] in Management	GEST2M	5		
Master [120] : Business Engineering	INGE2M	5		