

Prowadzący	Marouen Mosbah
ERASMUS+ (semestr zima) 2025/2026	TAK
Oferta PJOE (semestr lato) 2025/2026	TAK
Kierunek, rok, stopień dla PJOE (*obowiązkowe)	

* PJOE – przedmiot w języku obcym dla studentów polskich oraz dla studentów Erasmus+

** zostawić właściwe

BASIC INFORMATION ABOUT THE SUBJECT (INDEPENDENT OF THE CYCLE)

Module name	Marketing Data Analytics
Language of instruction	English
Prerequisites	None
ECTS points hour equivalents (30h = 6 ECTS; 15h = 3 ECTS)	Contact hours 15 Total number of hours with an academic teacher: 15 Number of ECTS points with an academic teacher: 3 Total number of ECTS points for the module: 3
Educational outcomes verification methods	-Class exercises -Exam
Description	This course offers an in-depth exploration of data analytics within the marketing sector, with close look into the practical application of analytical tools, software, and technologies integral to a marketer's daily responsibilities. Students will gain a comprehensive understanding of essential marketing concepts and metrics, and develop the proficiency to utilize data analysis for informed marketing strategies that drive measurable business outcomes.
Reading list	<ol style="list-style-type: none"> 1. Data Science for Marketing Analytics - Tommy Blanchar, Debasish Behera, Pranshi Bhatnagar 2. Data driven marketing. O logicznym podejściu do podejmowania decyzji - Andrzejczyk Adrian 3. Marketing Analytics: A Practical Guide to Improving Consumer Insights Using Data Techniques - Mike Grigsby 4. Big Data: A Revolution That Will Transform How We Live, Work, and Think - Kenneth Cukier and Viktor Mayer-Schönberger 5. Learning Google Analytics: Creating Business Impact and Driving Insights - Mark Edmondson 6. Ai-Powered Business Intelligence: Improving Forecasts and Decision Making with Machine Learning - Zwingmann Tobias
Educational outcomes	<p>Knowledge</p> <ul style="list-style-type: none"> • Understand the fundamentals of Marketing Data Analytics and data-driven decision-making. • Gain insights into key marketing metrics and performance indicators. • Identify critical areas in marketing operations where data analytics can provide measurable benefits. <p>Skills</p> <ul style="list-style-type: none"> • Analyze and evaluate marketing data to identify opportunities for optimization. • Utilize modern analytics tools to address real-world marketing challenges. <p>Attitudes</p>

	<ul style="list-style-type: none"> • Develop a proactive mindset towards innovation and technological advancements in marketing. • Commit to improvement in marketing processes through data analytics and advanced technologies.
Practice	n/a

INFORMATION ABOUT CLASSES IN THE CYCLE

Educational outcomes verification methods	-Class exercises -Exam
Comments	
Reading list	<ol style="list-style-type: none"> 7. Data Science for Marketing Analytics - Tommy Blanchar, Debasish Behera, Pranshi Bhatnagar 8. Data driven marketing. O logicznym podejściu do podejmowania decyzji - Andrzejczyk Adrian 9. Marketing Analytics: A Practical Guide to Improving Consumer Insights Using Data Techniques - Mike Grigsby 10. Big Data: A Revolution That Will Transform How We Live, Work, and Think - Kenneth Cukier and Viktor Mayer-Schönberger 11. Learning Google Analytics: Creating Business Impact and Driving Insights - Mark Edmondson 12. Ai-Powered Business Intelligence: Improving Forecasts and Decision Making with Machine Learning - Zwingmann Tobias
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A list of topics	<ol style="list-style-type: none"> 1. Introduction to Marketing Analytics 2. Data Collection and Sources 3. Key Metrics in Marketing Data Analytics 4. Tools and Techniques 5. Customer Segmentation and Targeting 6. Campaign Effectiveness Analysis 7. Emerging Trends in Marketing Data Analytics

Teaching methods	<ol style="list-style-type: none">1. Interactive lectures2. Case studies3. Class discussions4. Role playing
Assessment methods	<ol style="list-style-type: none">1. Participation in class discussions2. Case study analysis3. Quizzes and tests