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# INTERNATIONAL SUMMER SCHOOL 2022

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## SYLLABUS

Academic year 2021/2022



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## Academic and language requirements

Courses are open to Undergraduate and Graduate students providing that applicants have the **pre-requisites** specified in the course's syllabus.

Courses are taught and assessed in English. For non-native speakers of English, B2 (CEFR) or equivalent (TOEFL IBT 72, IELTS 5.0, TOEIC 750) is highly recommended.

## Additional information

For details about study programmes offered by EM Normandie please contact:

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# Summer School 2022

## Le Havre from 4 to 13 July

COURSE TITLE	MARKETING ANALYTICS	
Session and Campus	Le Havre - From 4 to 13 July 2022	
Teaching delivery	On campus, attendance mandatory	
Workload (1h = 60 min)	30 class-hours + Independent learning hours	ECTS credits 6
Professor	Radu Cocean (PhD) <a href="mailto:radu.cocean02@em-normandie.fr">radu.cocean02@em-normandie.fr</a> Visiting Lecturer at EM Normandie Business School PhD Lecturer Radu Cocean	
Pre-requisite(s) for attending the course	To facilitate understanding, students should have basic notions of marketing, statistics and Excel®. No programming knowledge is required.	
Learning goal(s)	<ul style="list-style-type: none"> <li>▪ To be equipped with efficient business skills</li> <li>▪ To be entrepreneurially-minded</li> <li>▪ To be a project manager with a strategic overview</li> </ul>	
Learning objective(s)	<ul style="list-style-type: none"> <li>▪ To define and analyse a marketing plan</li> <li>▪ To identify the appropriate methodology to solve a problem</li> <li>▪ To understand the environment of a company whatever the activity sector</li> <li>▪ To do a global analysis of the firm and its environment</li> </ul>	
Learning outcome(s)	<ul style="list-style-type: none"> <li>▪ To define a marketing strategy</li> <li>▪ To know how to use Excel® Spreadsheet</li> <li>▪ To select the methodological approach and data processing</li> <li>▪ To analyse one's company's positioning within its environment</li> </ul>	
Course description	<p><b>1: An overview of data, analytics and insights</b> - This module focuses on the following topics:</p> <ul style="list-style-type: none"> <li>• The main differences between data, analytics and insights</li> <li>• Gathering, storing and integrating raw marketing data</li> <li>• Processing raw data and generating marketing analytics</li> <li>• Interpreting analytics and generating marketing insights</li> <li>• Reporting marketing insights to management</li> <li>• Using marketing insights to make strategic and tactical decisions</li> </ul> <p><b>2: An in-depth look into gathering data</b> - This module focuses on the following topics:</p> <ul style="list-style-type: none"> <li>• Gathering data through the Marketing Information System</li> <li>• The Internal Reports Sub-System</li> <li>• The Marketing Intelligence Sub-System</li> <li>• The Marketing Research Sub-System</li> <li>• High quality data</li> <li>• Big data</li> </ul> <p><b>3: An in-depth look into storing &amp; integrating data</b> - This module focuses on the following topics:</p> <ul style="list-style-type: none"> <li>• Data automation</li> <li>• Data integration</li> <li>• Data retrieval</li> <li>• Data accessibility &amp; GDPR</li> <li>• Data storage &amp; security</li> </ul>	



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	<ul style="list-style-type: none"> <li>• CRM solutions to implement marketing data integration</li> </ul> <p><b>4: An in-depth look into analyzing data, interpreting analytics and reporting insights</b> – This module focuses on the following topics:</p> <ul style="list-style-type: none"> <li>• Data visualization tools</li> <li>• Data analysis techniques</li> <li>• Marketing metrics</li> <li>• Predictive analytics</li> <li>• AI &amp; marketing insights</li> <li>• Marketing reports &amp; the Marketing Decision Support Sub-system</li> </ul> <p>Each module will use the following types of activities and teaching methods:</p> <ul style="list-style-type: none"> <li>• Interactive presentations with reflection points and discussions</li> <li>• Tutorials and team exercises in using analytical tools in Excel©</li> <li>• Case study / best practice analysis and debriefing</li> <li>• Tutorial and team exercises in using marketing dashboards</li> </ul>	
<b>Teaching Material</b>	<p>Teaching materials - students will receive:</p> <ul style="list-style-type: none"> <li>• a concise course outline (40 pages long) providing an overview of the main theoretical concepts and tools discussed in class;</li> <li>• a toolkit providing Excel© templates, flow-charts and infographics, to be used for marketing business analytics work;</li> <li>• work-in-class materials (case studies, best practices and team &amp; individual exercises);</li> <li>• a bibliographical list of references, mainly to online articles that can be accessed freely, which support and enhance the learning process.</li> </ul>	
<b>Evaluation criteria</b>	<p><b>Continuous assessment:</b> 40%</p> <p>Type: work in class (case study discussions, team &amp; individual exercises, best practice analysis)</p>	<p><b>Final assessment:</b> 60%</p> <p>Type: open book case study analysis, with requirements similar to those discussed in class</p>
<b>Recommended readings</b>	<p>Books (in alphabetical order):</p> <ul style="list-style-type: none"> <li>• Baran, R., Galka, R. – Customer Relationship Management – The Foundation of Contemporary Marketing Strategy – 2nd Edition – Routledge, 2017</li> <li>• Nussbaumer Knaflic, C. - Storytelling with Data: A Data Visualization Guide for Business Professionals – 2015</li> <li>• Pauwels, K. - It's Not the Size of the Data -- It's How You Use It: Smarter Marketing with Analytics and Dashboards - 2014</li> <li>• Siegel, E. - Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie, or Die - 2016</li> <li>• Sorger, S. - Marketing Analytics: Strategic Models and Metrics - 2013</li> <li>• Winston, W. L. - Marketing Analytics: Data-Driven Techniques with Microsoft Excel – 2014</li> </ul> <p>Consulting reports and articles from resources available online, such as:</p> <ul style="list-style-type: none"> <li>• McKinsey &amp; Company - <a href="https://www.mckinsey.com/">https://www.mckinsey.com/</a></li> <li>• Harvard Business Review - <a href="https://hbr.org/">https://hbr.org/</a></li> </ul> <p>A full list of recommended articles, reports and white papers is included in the course materials</p>	