

Marketing quantitatif

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| Course title - Intitulé du cours | Marketing quantitatif |
| Level / Semester - Niveau /semestre | M2 / S1 |
| School – Composante | Ecole d'Economie de Toulouse |
| Teacher - Enseignant responsable | POISSONNIER Thibault |
| Lecture Hours - Volume Horaire CM | 18 |
| TA Hours - Volume horaire TD | |
| TP Hours - Volume horaire TP | |
| Course Language - Langue du cours | Français |
| TA and/or TP Language - Langue des TD et/ou TP | Français |

Teaching staff contact – Coordonnées de l'équipe pédagogique :

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Course's Objectives - Objectifs du cours :

Marketing is one of the main areas of application of statistics and data science in the labour market. The purpose of this course is to give students a general knowledge of the problems encountered in this field (customer knowledge, optimization of marketing tools, product recommendations, etc.) and the associated statistical or machine learning tools. It also aims to familiarize them with the progress of a data project in a professional environment. The course is organized as follows: - Presentation of the main methodologies used (segmentation, scoring, regression, recommendation algorithm) - Practical application with the realization of a project per group of students - Data science competition between students so that they can compare themselves to concrete business results

Prerequisites – Pré-requis :

- Basic knowledge of Python or R.
The projects are started in the class, documents available with helper code are written in Python.

Practical information about the sessions - Modalités pratiques de gestion du cours :

Personal computers can be used at any time.

Grading system - Modalités d'évaluation :

2 projects per group of students.

Bonus for course comprehension and participation with crosswords.

Session planning - Planification des séances :

Subject to adjustment and course comprehension and coding proficiency.

3 to 6 hours of lectures, 6 to 9 hours of practical exercises, 6 hours of project presentations.