MARKETING DATA SCIENCE
The Data Science of What How & When: become the Quantitative Specialist in Marketing

Core

- Bootcamp Computer programming
- Advanced Econometrics 6 EC
- Multivariate Econometrics 6 EC
- Time Series Models 6 EC
- Thesis 18 EC

Specialization courses

- Marketing Strategy 6 EC
- Web Data Processing Systems 6 EC
- Branding and Advertising 6 EC
- Large Scale Data Engineering 6 EC
- Marketing Data Case 6 EC

Optional courses

- Digital Marketing 6 EC
- Geographic Information Systems 6 EC
- Regional and Urban Economics 6 EC
- Transport Economics 6 EC
- Big Data Analytics in Geographic Information Systems 6 EC
- Data Mining Techniques 6 EC