

Econometrics of Marketing

Course title - Intitulé du cours	Econometrics of Marketing
Level / Semester - Niveau /semestre	M2 / S1
School - Composante	Ecole d'Economie de Toulouse
Teacher - Enseignant responsable	Morais Joanna
Other teacher(s) - Autre(s) enseignant(s)	
Other teacher(s) - Autre(s) enseignant(s)	
Other teacher(s) - Autre(s) enseignant(s)	
Other teacher(s) - Autre(s) enseignant(s)	
Other teacher(s) - Autre(s) enseignant(s)	
Lecture Hours - Volume Horaire CM	21
TA Hours - Volume horaire TD	
TP Hours - Volume horaire TP	0
Course Language - Langue du cours	Anglais
TA and/or TP Language - Langue des TD et/ou TP	

Teaching staff contacts - Coordonnées de l'équipe pédagogique :

joanna.morais@ut-capitole.fr

Mode d'interaction privilégié : email

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 about regression, classification, factorial analysis and segmentation. Basic knowledge on Python.

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

Ordinateurs acceptés en salle de cours pour la prise de note et la réalisation des exercices. Participation active des étudiants requise. Travail en groupe.

Grading system - Modalités d'évaluation :

Project per group of students - Data science competition - Bonus for oral participation

Session planning - Planification des séances :

Subject to adjustment: 8h of lectures 9h of practical exercices on Python 4h of project presentations.

Distance learning – Enseignement à distance :

Classe en ligne interactive (Zoom) - QCM en ligne (Kahoot!) - TP/TD à distance