

# MASTER IN MARKETING ANALYSIS (ADVANCED MASTER)

60 ECTS CREDITS – LANGUAGE: ENGLISH – DEGREE: MASTER OF SCIENCE

## COURSE CONTENT

The goal of this programme is to create specialists in the domain of marketing analytics to support business marketing strategy and marketing decisions of the firm.

As a result, the profile of a typical MScMA graduate consists of three cornerstones:

- analytical mindset with a strong interest in data;
- hands-on experience that can readily be applied in business;
- the ability to translate complex marketing decision models to a business environment.

The programme has been training students since 1999, which makes it the longest-running (predictive) analytics programme in the world.

The programme addresses the needs of companies for better-educated staff with strong skills in the domain of analytical customer relationship management and marketing analytics. Thanks to information technology and the availability of market data both at the demand side (customer information, e.g. scanning data ...) and supply side (internal information about marketing actions, competitors ...), marketing as a discipline has evolved from a qualitative to a more quantitative discipline.

As a result, there is a strong need in the marketplace for people able to:

- control and cope with the huge amount of available data;
- generate and use models to translate these raw data into useful marketing information.

These people will be the interface between company management (e.g. product manager, marketing manager) and the suppliers of marketing data within the organisation. Currently, marketing departments are not facing the problem how to obtain marketing data, but rather how to transform these massive amounts of data into useful marketing information and systems.

The focus of the programme is on analytical customer relationship management. We train students in the theoretical underpinnings but the main focus is on the practical skills of managing customer databases:

- acquisition (identifying and attracting new customers);
- cross/up-selling (profitable usage stimulation);
- retention (identifying customers who intend to attrite/churn and trying to keep profitable customers);
- recapturing 'lost' customers.

The programme also includes specific courses on social media and web analytics, pricing and revenue management, and big data (Hadoop, Spark) technology.

Since 2017, we also added a Deep Learning course to the mandatory courses. This significantly ups the methodological part of the program. It requires prospective students to review their math skills (derivatives, gradient, hessian ...).

Starting with the intake for the Class of 2018, we require candidates to:

- score very high on an online statistics test (link to be found on our website: [www.mma.ugent.be](http://www.mma.ugent.be))
- have followed an R programming course (e.g. a freely available online course) and demonstrate their ability to use the language.

## COURSE STRUCTURE

All students follow the same mandatory course schedule detailed on our website. From April on, all course work is suspended to fully concentrate on the project.

Visit our blog for more up-to-date detailed information ([www.mma.ugent.be](http://www.mma.ugent.be), click on the link to our blog) and follow our Twitter account @MMA\_CRM.

### > Master's dissertation

The master's dissertation of the Master of Science in Marketing Analysis consists of a real-life project for a company dealing with a specific marketing issue. A list of previous projects can be obtained from: [www.mma.ugent.be/Projects.htm](http://www.mma.ugent.be/Projects.htm)

## CAREER PERSPECTIVES

The choice of engaging in a specific advanced master's programme is, even more than a master's programme, related to the question: "Which job(s) will I be trained for?". Fortunately, there is a broad variety of jobs for which students are trained. About equal proportions of MMA graduates are currently working in different areas of Business Analytics. Our graduates have made important contributions in the business world; at least two are CEOs of sizeable organisations. Fifteen MScMA graduates have pursued academic research careers and completed their PhDs (+ five are currently in progress). Five MScMA+PhD graduates have become analytics (assistant/associate) professors. In order to offer potential students more insights into the variety of functions, companies, industries, and even countries where MMA-graduates are already present, some former students were very willing to share their experiences in this programme with – possibly – their future colleagues ... Their testimonials can be found at [www.mma.ugent.be/mma.pdf](http://www.mma.ugent.be/mma.pdf) (see middle section).

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## TOELATINGSVOORWAARDEN VOOR HOUDERS VAN EEN VLAAMS DIPLOMA

### Na geschiktheidsonderzoek \* of na een voorbereidingsprogramma:

- diploma van een masteropleiding aansluitend bij een bacheloropleiding  
*opleiding(en) oude structuur:*
    - academisch tweedecyclusdiploma
    - tweedecyclusdiploma hoger onderwijs van twee cycli
- \* indien positief: rechtstreeks, zo niet: voorbereidingsprogramma*

### TAAL

Je voldoet aan de taalvoorwaarden op basis van je Vlaams diploma.

## PRAKTISCHE INFORMATIE

### Studieprogramma:

<https://studiegids.ugent.be>

> faculteiten > opleidingstypes > ga naar de opleiding van je keuze

### Infomomenten

**Masterbeurs** – [www.ugent.be/masterbeurs](http://www.ugent.be/masterbeurs)

### Studiegeld

Meer informatie vind je op:

[www.ugent.be/studiegeld](http://www.ugent.be/studiegeld)

### Contact

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Department of Marketing  
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Last update: January 2018

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## ADMISSION REQUIREMENTS FOR INTERNATIONAL DEGREE STUDENTS

The target group consists of students with strong analytical skills with an interest in marketing business problems with prior knowledge in statistics and market(ing) research. Prior knowledge of (or strong interest in) computer programming is a plus.

Foreign students can apply if they have a four-year bachelor's degree. Admission is dependent on the study results of the student and the subjects taken.

### LANGUAGE

More information regarding the required knowledge of English: [www.ugent.be/specificlanguag](http://www.ugent.be/specificlanguag)

## PRACTICAL INFORMATION

### Study programme

[www.ugent.be/coursecatalogue](http://www.ugent.be/coursecatalogue)

> by Faculty > Programme types > select your programme

### Application deadline for international degree students

Aside from the standard application procedure, you are also required to complete and submit an information form on the Marketing Analysis webpage.

General deadlines:

- for students who need a visa: before 1st of March

- for students who do not need a visa: before 1st of June

[www.ugent.be/deadline](http://www.ugent.be/deadline)

### Enrolling institution

Ghent University

### Tuition fee

More information can be found on:

[www.ugent.be/tuitionfee](http://www.ugent.be/tuitionfee)

## MASTER

### GENERAL COURSES

Social media and web analytics	5
Marketing information systems – database marketing	5
Analytical customer relationship management	8

### ELECTIVE COURSES

Advanced predictive analytics	7
Pricing and revenue management	7
Advanced methods of market research	7
Strategic brand communications	7

### MASTER'S DISSERTATION

21

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### Contact

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