

Description of the following seminar in summer term 2019

Veranstalter*in Fabian Sattler und Tobias Pfannschmidt

Titel (dt.):

Titel (engl.): Data-Driven Online Marketing

Description:

Nowadays a massive amount of data is generated on a daily basis from various sources. At the same time data is considered to be the “new oil” of the economy, since it is probably the most valuable resource in our digital world. The capability of extracting meaningful information out of large volumes of data is and will be a challenging task for all kinds of organizations. In online marketing practice marketers have to deal with data from website content, online shops, social networks and search engines. In this course we will discuss how such data can help us making the right decisions and take successful actions. We do this on the basis of practical cases of our agency work and with real world data. Besides data analysis we will also talk about data visualisation.

Literature:

We may discuss the following literature in the seminar:

Kumar, V., Chattaraman, V., Neghina, C., Skiera, B., Aksoy, L., Buoye, A., & Henseler, J. (2013). Data-driven services marketing in a connected world. *Journal of Service Management*, 24(3), 330-352.

Arora, D., & Malik, P. (2015, March). Analytics: Key to go from generating big data to deriving business value. In *2015 IEEE first international conference on big data computing service and applications* (pp. 446-452). IEEE.