

# Executive Master in Digital Marketing and Communication

Become an expert in marketing data

**MODULE 4**  
**2 Training days**

## Data science for marketing



Professor :  
**Martine George**

**Day 1: Tuesday 11 June 2024**

### Module objective and content

These last months of pandemics have shown us the importance of data and their interpretation. In marketing and for a long time, the amount of data produced by prospects and customers engaging with marketing channels provides new opportunities for marketers to leverage more effective, targeted and personalized campaigns, track customer journeys, improve customer segmentation and predict their behavior.

The Data Science for Marketing module will teach participants about the fundamental concepts and tools in data science that equip marketers to make use of these new opportunities effectively. This module presents a set of fundamental principles for extracting useful knowledge from data. These fundamental principles are the foundation for many algorithms and techniques for marketing data science, but also underlie the processes and methods for approaching marketing problems data-analytically, evaluating particular marketing data science solutions, and evaluating general marketing plans.

### KEY BENEFITS

- Approach Marketing problems data-analytically
  - Think carefully & systematically about whether & how data can improve business performance (strategic & tactical)
- Be able to interact competently on the topic of data sciences for marketing purposes
  - Discuss marketing data science intelligently with data scientists and other stakeholder
  - Participate effectively in marketing data science projects.

### Topics covered

#### • Data Analytical thinking

This morning session will introduce the basic concepts of data science, data mining, the importance of understanding data science, as well as data engineering and processing, big data, data-driven decision-making and data maturity. It will also help to familiarize the participants with various marketing applications and uses of data science.

#### • From Marketing Problems to Data Science Solutions

This lecture will help the participants to view marketing problems from a data-analytic perspective. This will include data terminology, data mining tasks, models and process. Each topic will be supported by a balance between theoretical concepts and practical exercises.

### Teaching method

The class meetings will be a combination of lectures on the fundamental material, discussions of marketing applications of the ideas and techniques, case discussions, and participant exercises.

### Your professor

**Martine George** holds an MBA, a PhD in physical sciences from University Libre de Bruxelles and executive education credentials in Marketing and Leadership from the Wharton School, PA, US and IMD, Lausanne. She has over 30 years of professional experience, including 15 years spent developing marketing analytics and customer intelligence teams within large organizations from different industries (Telco, logistics, and financial services). Martine is Professor of Management Practice at Solvay Brussel School of Economics & Management where she teaches Data Science in Master Programs and leads the Executive Program in Business Analytics. She is Founder and Managing Director of MGHolistic SPRL, a company that focuses on leadership development coaching, transformational changes and innovative training for individuals, teams and organizations. She is also ICF Professional Certified Coach and has a long experience in developing experts and knowledge workers in large and small companies of different industries.

Become an expert in marketing data



Professor :  
**Virginie Bruneau**

# Marketing Research

## Day 2: Thursday 13 June 2024

### Module objective and content

Marketing Research constitutes one of the most important and fascinating facets of marketing. Providing value and understanding consumers is key. Marketing research is the predominant tool to learn in depth about what your consumers think and value. It allows managers to know which consumers they want to target, and where and how they can reach them. Conducting proper research will lower business risks and help managers to set better goals for their business. In these turbulent COVID times, purchase behaviour has changed rapidly, and consumers' attitudes have evolved. Companies need to keep contact with their consumers and monitor the evolution their attitudes. The objective of this module is to provide a better understanding of how marketing research works. More precisely, students will learn how to design a marketing research strategy, considering the new constraints due the COVID-19 pandemic, and translate the results into useful insights for their marketing plan.

### Teaching method

The format is based on active learning. In order to put the theory into practice, students will have the opportunity to develop their own marketing research plan and be coached through their project.

### Your professor

Virginie Bruneau has previously worked as a product manager at L'Oréal Belgilux and holds a PhD in Economics and Management Sciences from the Université catholique de Louvain. She is currently a full-time professor at the Solvay Brussels School of Economics and Management. Her main research interests include relationship marketing, customer loyalty and customer engagement. She has published academic papers in international journals such as the Journal of Business Research and has presented her research at international conferences including the Academy of Marketing Sciences Word Congress, the European Marketing Academy annualconference and the annual congress of the Association Française de Marketing.

### KEY BENEFITS

- Be able to build an accurate research plan.
- Have learned how to implement qualitative research & common business practices in qualitative marketing research.
- Have learned to design effective quantitative research & how to make a survey targeted to their audience.
- Be competent in understanding marketing research results, synthesizing findings and proposing insights.

## Intoduction at «Become an expert in marketing data»

- Be able to interact competently on the topic of data sciences for marketing purposes (Day with Martine George)
- Understand in depth how to learn about what your consumers think and value (Day with Virgine Bruneau)



### PRICE

1.600€ ex. VAT for the 2 training days (catering incl.)



### DATES

Tuesday 11 and Thrusday 13 June 2024



### PLACE

Building Solvay Brussels School, 42 avenue Franklin Roosevelt at 1050 Brussels



### TYPICAL DAY

8:30 a.m.: welcome with coffee

9:00 a.m.: course

10:30/11:00 a.m.: coffee break

12:30 p.m.: lunch

1:30 p.m.: course

3:00 p.m.: coffee break

3:30 p.m.: course

5:30 p.m.: end of the day

## INFORMATIONS

### THIERRY ANTOINE, Program Coordinator

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