Course Syllabus

Code - Course Title	**VBA311 - Modern Marketing with Data**
Course Type	V. SEMESTER
Laboratory + Practice	2+0
ECTS	**4.0**
Language of Instruction	İngilizce
Course Type	Area Elective Courses
Course Instructor(s)	DR. ÖĞR. ÜYESİ ÖNDER DORAK

Mode of Delivery	Face-to-face

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Customer Analytics: Building predictive churn models	
Week - 2		Calculating precise customer lifetime value	
Week - 3		Executing data-driven market segmentation	
Week - 4		Digital Marketing: Designing A/B testing frameworks	
Week - 5		Multivariate testing methodologies	
Week - 6		Optimizing digital advertising campaigns	
Week - 7		Utilizing advanced web analytics and tracking	
Week - 8		Pricing Strategies: Developing dynamic pricing algorithms	
Week - 9		Modeling price elasticity of demand	
Week - 10		Performing market basket and affinity analysis	
Week - 11		Marketing Automation: Integrating CRM data streams	
Week - 12		Building personalized recommendation engines	
Week - 13		Evaluating marketing ROI	
Week - 14		Multi-touch attribution modeling	

Learning Outcomes

#	Learning Outcome
1	Calculate customer lifetime value and execute market segmentation
2	Optimize digital marketing campaigns using multivariate testing

Learning Outcomes

#	Learning Outcome
3	Develop responsive dynamic pricing and basket affinity models
4	Evaluate marketing ROI utilizing multi-touch attribution models

Sustainable Development Goals

No content has been provided.

Course Theme

No content has been provided.

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	0	0	0
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	0	0	0
Ödevler	0	0	0
Proje - Rapor - Sunum Hazırlama	0	0	0
Ara Sınav Hazırlığı (sınav süresi dahil)	0	0	0
Final Sınavı Hazırlığı (sınav süresi dahil)	0	0	0
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	0	0	0
Staj Uygulaması	0	0	0
		Calculated ECTS	**0**

Assessment Method and Passing Requirements

No content has been provided.