

ONLINE SUMMER SCHOOL

DATA DRIVEN DECISION MAKING IN MARKETING

COURSE DATES

21 JUNE - 2 JULY 2021

APPLICATION DEADLINE

15 MAY 2021

ABOUT THE SUMMER SCHOOL

Are you interested in the field of applied data science and do you have a special interest for Marketing & Sales?

Organizations increasingly realize that the smart use of data has the potential to enhance their performance. However, often managers lack an understanding of what data science can bring them and data science professionals lack the skills to tailor the information to the needs of the decision makers.

During this Summer School you'll get an overview and understanding of the most common techniques used in data science. You'll learn how to connect the technical expertise of data scientists to a specific business expertise, with a focus on Marketing & Sales.

Throughout the program you work together in small groups on a real-life business project. Here you combine theory and practice. You attend synchronous tutorial style classes. At the same time, you learn about Dutch culture along with the cultures of your international classmates.

Good news: the entire Summer School is taught in English.

HAN UNIVERSITY
OF APPLIED SCIENCES

DURING THE 2 WEEK SUMMER SCHOOL YOU WILL:

- get an overview and understanding of the most prevalent techniques used in data science;
- be able to formulate a data science problem;
- learn how to analyse, evaluate, communicate and implement the findings for effective use of the data;
- learn how to bridge the gap between managers and data scientists;
- learn to work in a project team;
- work on your presentation skills;
- work on your 21st century online skills;
- make new friends from all around the world!

As you can't meet your fellow classmates in person, you get to know each other through online social activities.





PROGRAM DETAILS

Foundation (week 1)

- Data science for business
- Data preparation
- Storytelling with data
- Data mining - a tour of models
- Introduction to modelling

Data Driven Decision Making in Marketing (week 2)

- Clustering & segmentation (I)
- Clustering & segmentation (II)
- Market basket analysis (I)
- Market basket analysis (II)
- Sentiment analysis

Project

Using the theory you've learned, you'll work in groups on a business project. You'll present your findings on the last day.

Lecture Times

Synchronous lectures, Monday to Friday from 9am to 1pm (Central European Time). Attendance required. The rest of the day is spent on self-study and project work.

Study load

Contact hours: 40
Self-study hours: 72
Credits: 4 ECTS

Level

Bachelor

OPEN UP NEW HORIZONS.




HAN INTERNATIONAL SCHOOL OF BUSINESS

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SOCIAL

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