

# Data Driven Marketing

**EM4R5M11**

## Program

**PGE**  
PGE 3A - Operational and Strategic Marketing (SOMKT)

## UE

Marketing research

## Semester

A

## Discipline

Marketing

## Contact hours

27 H

## Number of spots

45

## ECTS

5

## Open to visitors

Yes

## Language



## Coordinator

Richard HUAMAN RAMIREZ



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## List of lecturers

Lecturer(s)	Email	Contact hours - lecture
Richard HUAMAN RAMIREZ	<a href="mailto:richard.huaman@em-strasbourg.eu">richard.huaman@em-strasbourg.eu</a>	27 h

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## **Pedagogical contribution of the course to the program**

### **Développer un management à impact grâce aux connaissances et aux outils les plus récents dans les domaines du management**

Design solutions adapted to organizational problems by applying relevant methodologies

### **Développer des compétences managériales de niveau avancé se traduisant par un leadership responsable**

Effectively argue his ideas orally and in writing with a professional posture

### **Pratiquer un management à impact dans un environnement multiculturel et international, porté par un "European mindset"**

Communicate in a professional context in (foreign) languages, in writing and/or orally

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## **Description**

Since decision should be rational and based on accurate data, the broad objective of the course is to provide a fundamental understanding of marketing methods employed by well-managed firms to collect data and make decisions that are based on such data. The course is aimed at the (future) manager who is the ultimate user of research and thus is responsible for determining the scope and direction of research conducted.

The emphasis will be on the interpretation and use of results rather than on the mathematical derivations. The course focuses on helping managers minimize the risk associated with a decision, recognize the role of systematic information gathering and analysis in making marketing decisions.

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## **Teaching methods**

### **Face-to-face**

- Lectures

### **In group**

- Oral presentations
- Projects

### **Interaction**

- Discussions/debates

### **Others**

**No items in this list have been checked.**

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## Learning objectives

### Cognitive domain

Upon completion of this course, students should be able to

- - (level 1) **Identify** main statistical approaches
  - - (level 4) **Analyze** quantitative data
  - - (level 6) **Justify** methodological choices
  - - (level 6) **Interpret** statistical results
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### Affective domain

Upon completion of this course, students should be able to

**None affective domain have been associated with this course yet**

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## Outline

1 Techniques of data collection

1.1 Introduction

1.2. Design research (Exploratory, descriptive & causal research)

1.3. Designing the questionnaire

1.4. Measurement and scaling

1.5. Developing the sampling plan

2 Univariate data analysis

2.1 Summarizing your data: Gaining an overview of the data

2.2. Exploring, Displaying, and Examining Data

3 Bivariate data analysis

3.1. Testing marketing variables: Hypothesis testing

3.2. Comparing means (t test)

3.3. Comparing several means (Anova)

3.4. Identify association between two categorical variables ( $\chi^2$ )

3.5. Identify relationship between two measures (Correlation)

4 Multivariate data analysis

4.1 Simple and Multiple regressions

4.2 2-way ANOVA

4.3 ANCOVA

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**No prerequisite has been provided**

## Knowledge in / Key concepts to master

Statistic basics  
Marketing  
None

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## Teaching material

### Mandatory tools for the course

- Computer

### Documents in all formats

- Photocopies  
- Case studies/texts  
- Worksheets

### Moodle platform

- Upload of class documents

### Software

- Other :

### Additional electronic platforms

- Other :

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## Recommended reading

Main reading material

Malhotra, N. K. (2011). Basic marketing research. Pearson Higher Ed.  
Field, A. (2013). Discovering statistics using IBM SPSS statistics. Sage.

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Additional literature

Huaman-Ramirez, R., & Merunka, D. (2017). When is consumer desire driven by difficulty of recall? The effects of the type of information and time pressure. *Journal of Marketing Theory and Practice*, 25(4), 375-395.  
Huaman-Ramirez, R. and Merunka, D. (2019), "Brand experience effects on brand attachment: the role of brand trust, age, and income", *European Business Review*, Vol. 31 No. 5, pp. 610-645.  
Huaman-Ramirez, R., Albert, N. and Merunka, D. (2019), "Are global brands trustworthy? The role of brand affect, brand innovativeness, and consumer ethnocentrism", *European Business Review*, Vol. 31 No. 6, pp. 926-946.

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## **EM Research: Be sure to mobilize at least one resource**

Textbooks, case studies, translated material, etc. can be entered  
**No reading material has been provided.**

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## **Assessment**

### **List of assessment methods**

No assessment methods have been attributed to this course yet.