



Australia's  
Global  
University

## UNSW Business School Why not study Master of Commerce (Marketing Analytics)

Today's marketing managers need to be able to use data analytics to better understand the consumer purchase journey – and thus improve the effectiveness of their marketing strategy by offering innovative products and enhanced customer experience.

You can gain actionable marketing analytics training with our new Master of Commerce (Marketing Analytics) specialist stream of postgraduate study. You'll exercise hands-on data analytics to tackle globally challenging real-world problems. In Australia, UNSW is one of the first business schools to offer a dedicated postgraduate stream in Marketing Analytics.

### AREAS OF APPLICATION

- Market Segmentation
- Customer Relationship Analytics
- Digital Content Marketing
- AI-driven Data Product Development
- Location-based Mobile Marketing
- Marketing Automation

### POSITIONS

- Social Media Analytics Manager
- Digital Marketing Specialist
- Market Researcher
- Loyalty Marketing Manager
- Product Analytics Manager
- AI Start-up Entrepreneur
- Entrepreneur Marketing/ Data Scientist

### LEADING COMPANIES

- **Software Providers:** Microsoft, Google, Amazon Web Service, Salesforce, Tableau, Adobe, SAS, IBM
- **Social-network Platforms:** Facebook, Twitter, Instagram, LinkedIn, WeChat

Our Master of Commerce (Marketing Analytics) is designed to combine the principles of current marketing and data analytics courses and teach the full set of skills increasingly needed in today's marketing roles.

The Master of Commerce (Marketing Analytics) will provide students with actionable marketing analytics training and offers specialised data analytics knowledge for decision-making in marketing.

Learn to solve real business problems and understand marketing goals, identify marketing management decisions, use necessary data and analytics to tackle problems, design actionable solutions and communicate insights.

### MEET OUR PEOPLE

#### Harald van Heerde

Research Professor, Strategic Advisor for Marketing Analytics  
PhD, Economics (Econometrics), University of Groningen  
Co-Editor, Journal of Marketing



#### Nicolas Chu

Professor of Practice, Industry Advisor for Marketing Analytics  
CEO and founder of Sinorbis  
MBA, AGSM UNSW



#### Jack Cadeaux

Professor, Head of School  
PhD, Marketing, University of California, Berkeley



### COURSE LECTURERS:

Junbum Kwon  
Lecturer, Marketing Analytics Coordinator,  
PhD, Marketing, University of Toronto

Songting Dong  
Senior Lecturer, Postgraduate Coordinator,  
PhD, Marketing, Tsinghua University



UNSW | AGSM  
Business School

# MARKETING ANALYTICS

There is a strong market demand for marketing analytics in Australia and worldwide and our Master of Commerce (Marketing Analytics) specialist stream is designed to produce future employees who understand both marketing and data analytics and how the two are interrelated – a combined skillset the marketing industry is increasingly keen to source.

## ENTRY REQUIREMENTS:

A recognised bachelor degree with a credit average (65% or higher) as determined by UNSW Business School.

## RECOGNITION OF PRIOR LEARNING:

Up to four courses may be awarded based on previous business studies.

### Program code:

8404 – Master of Commerce

### Commencement:

Feb and Sept

### Duration:

1.5 years full-time; 3 years part-time

### Location:

UNSW Kensington

## FOR MORE INFORMATION GO TO:

[business.unsw.edu.au/degrees-courses/postgraduate/marketing-analytics](http://business.unsw.edu.au/degrees-courses/postgraduate/marketing-analytics)

[handbook.unsw.edu.au/postgraduate/specialisations/2019/MARKGS](http://handbook.unsw.edu.au/postgraduate/specialisations/2019/MARKGS)

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## PROGRAM AND STREAM STRUCTURE

### Compulsory Core Course:

- *MGMT5050 Professional Skills & Ethics*

One Data Analysis Course:

- *COMM5005 Quantitative Methods for Business*
- *COMM5011 Data Analysis for Business*

- *ECON5248 Business Forecasting*

One Compulsory Gateway Course:

- *MARK5700 Elements of Marketing*

### Two Gateway Elective Courses:

- *ACCT5906 Financial Literacy for Business*
- *ECON5103 Business Economics*
- *FINS5512 Financial Markets & Institutions*
- *INFS5885 e-Business*
- *MGMT5710 Managing and Leading People*
- *RISK5001 Fundamentals Risk & Risk Management*
- *TABL5511 Legal Foundations of Business*

### Five Required Courses:

- *MARK5814 Digital Marketing*
- *MARK5822 Marketing Analytics in a Big Data World*
- *MARK5826 Product Analytics*
- *MARK5827 Customer Analytics*
- *MARK5828 Advertising Analytics*

### One Elective Course:

One course from the list below or other MCom elective lists:

Visualisation

- *HDAT9800 Visualisation and Communication of Health Data*

Programming

- *COMP9021 Principles of Programming (Python)*
- *BENV7500 Programmable Cities (Python)*

Business Analytics

- *INFS5720 Business Analytics Methods*
- *INFS5730 Social Media & Enterprise 2.0*

Spatial Data Analysis

- *BENV7504 Digital Cities*
- *BENV7728 GIS and Urban Informatics*

Econometrics & Statistics

- *ECON5408 / ECON3208 Applied Econometric Methods*
- *MATH5836 Data Mining and its Business Applications*
- *MATH5935 Statistical Consulting*

One Capstone Course:

- *COMM5010 Strategy, Marketing, and Management*

## TOOLS AND SKILLS PROVIDED BY OUR MASTER OF COMMERCE (MARKETING ANALYTICS)

Soft Skills	Performance Metrics	Profit, revenue, sales quantity, search & click volume, number of likes, etc.
	Other soft skills	Business insight, data visualisation/presentation, team-work
Hard Skills	Marketing Models	Choice models, segmentation, forecasting, customer lifetime value, etc.
	Machine Learning	Supervised / unsupervised learning, deep neural network learning
	Natural Language	Sentiment analysis & topic modelling, chatbot, speech analysis
	Computer Vision	Emotion / face feature / object detection for picture / video analysis
	Software	Python, R, Tableau, Microsoft, Google, Amazon Web Service, SQL, IBM