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.

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

**SOCIAL ACTIVITIES**
Various fun online social activities will be organized to help you get to know your fellow students and provide some relaxation.

**ADMISSION REQUIREMENTS**
For non-native speakers of English, your English language skills should be at least at a B2 level.

**FEES**
- Exchange students from a partner university: €150,-
- Study abroad students (includes tuition) : €500,-

**APPLICATION PROCEDURE**

**Step 1: exchange students**
Your university nominates you.

**Step 1: study abroad students**
Send an email to incoming.business@han.nl

**Step 2:**
You will receive a link to our online application form.

**Step 3:**
Filled in the online application form? You’ll receive an acceptance letter (and invoice, if applicable).

**OPEN UP NEW HORIZONS.**