MASTER Econometrics and Operations Research - Course Schedule 2017-2018

MARKETING DATA SCIENCE
The Data Science of What How & When: become the Quantitative Specialist in Marketing

- **Core**
  - Bootcamp Computer programming
  - Advanced Econometrics 6 EC
  - Dynamic Econometrics 6 EC
  - Time Series Econometrics 6 EC
  - Thesis 18 EC

- **Marketing**
  - Marketing Strategy 6 EC
  - Marketing Data Case 6 EC
  - Branding and Advertising 6 EC

- **Optional courses**
  - Large Scale Data Engineering 6 EC
  - Digital Marketing 6 EC
  - Geomarketing 6 EC
  - Data Mining Techniques 6 EC

Choose 1 course from 4

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