MASTER Econometrics and Operations Research - Course Schedule 2019-2020

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

0 1 2 3 4 5 6

Core

- Bootcamp Econometrics
- Advanced Econometrics 6 EC
- Multivariate Econometrics 6 EC
- Time Series Models 6 EC
- Thesis 18 EC

Choose 2 (or 3) specialization courses

- Marketing Strategy 6 EC
- Web Data Processing Systems 6 EC
- Branding and Advertising 6 EC
- Large Scale Data Engineering 6 EC

Marketing Data Case 6 EC

Optional courses

Choose 1 of 7 courses, or an additional specialization course

- Digital Marketing and Technology 6 EC
- Geographic Information Systems 6 EC
- Big Data Analytics 6 EC
- Big Data Analytics in Geographic Information Systems 6 EC
- Regional and Urban Economics 6 EC
- Big Data Analytics 6 EC
- Transport Economics 6 EC
- Data Mining Techniques 6 EC

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