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

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

- 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
  - Choose 2 (or 3) specialization courses

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

Choose 1 of 7 courses, or an additional specialization course

Please check the entry requirements of the course from the Faculty of Science (indicated with *)

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