BOOK OF MODULES

M2/MSc MARKETING ANALYTICS

2026-2027

EDHEC BUSINESS SCHOOL

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EDHEC BUSINESS SCHOOL

MSC IN MARKETING ANALYTICS

SEMESTER	CODE	COURSE NAME	ECTS	HOURS
TOTAL FOUNDATION COURSES (only for international candidates)			**15**	**90**
S1	4427	BUSINESS ETHICS	3	18
S1	6516	CAREER BOOSTER ASSESSMENT CENTRE	2	-
S1	-	ELECTIVE 1	3	18
S1	1220	RESEARCH METHODS	3	18
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S1	7370	DATA VISUALIZATION	3	18
S1	7369	INTRODUCTION TO PYTHON CODING	3	18
S1	7367	MODELS IN MARKETING	4	24
TOTAL SEMESTER 1			**30**	**168**
S2	7373	BEHAVIOR INSIGHTS FROM TEXT ANALYSIS	4	24
S2	7937	CUSTOMER LIFECYCLE MANAGEMENT	4	24
S2	7938	FROM CLICKS TO CONVERSIONS	4	24
S2	7372	FUNDAMENTALS OF GENERATIVE AI	3	18
TOTAL SEMESTER 2			**15**	**90**
TOTAL SPECIALISATION PERIOD			**45**	**258**
S3	8110	MASTER PROJECT REBOOST: RESEARCH METHODS (only for international candidates)		36
S3	8029	MASTER PROJECT REBOOST: BUSINESS COMMUNICATION (only for international candidates)		24
S0	8355	MASTER PROJECT		30
TOTAL MASTER PROJECT			**15**	**90**
TOTAL PERSONNALISATION PERIOD (only for international candidates)			**15**	**90**
INTERNSHIP (only for international candidates)			**30**	

27_M2_LI_MAA_S1_CCO_MKG_7366: ADVANCED CONSUMER PSYCHOLOGY

DEGREE	Programme Grande Ecole EDHEC / Diplôme Supérieur en Stratégie et Gestion des Entreprises	**ACADEMIC YEAR**	2026-2027
PROGRAMME	EDHEC	**PERIOD**	Semester 1
STUDY LEVEL	MASTER 2	**STUDENT HOURS**	36
TRACK	Business Management	**ECTS**	6
SUB-TRACK	MSc in Marketing Analytics	**CAMPUS**	LILLE
EXPERTISE			
COURSE COORDINATOR	Prof. TALEBI Arash		

COURSE OBJECTIVES

In this course, students will get to learn about advanced psychological theories such as perceptual and sensory issues, goals and goal-directed behavior, motivation and attitudes, choice and decision-making, moods and emotions, the interplay of affect and cognition, prediction, misprediction, and intertemporal issues. In addition, students learn about experimental research and how to examine research questions that lend themselves well to experimental research. They will learn advanced measures and techniques required for collecting experimental data. Eventually, they will be equipped with psychological tools and skills needed to interpret the data, make sense of consumer behavior, and predict future behaviors.

LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes):

- **LO1**: What psychological theories explain the behavior of consumers and how one can nudge/manipulate psychological constructs applicable in marketing
- **LO2**: What real world questions could be tackled experimentally, how to tackle them best, and what are the positives and negatives of experiments.

More specifically, participants should be able to (skill- and competency-based outcomes):

- **LO3**: Interpret daily behavior and decisions of consumers in the market/daily life
- **LO4**: Design psychological-based and threory-driven interventions to nudge the consumers
- **LO5:** Adopt a systems thinking approach

INTEGRATION OF SUSTANAIBLE DEVELOPMENT GOALS

The course is not addressing sustainability issue(s)
Number of dedicated hours: 0
The following SDGs are introduced in the course:

Main SDGs:

- ☐ Good Health and Well-Being (SDG 3)
- ☐ Decent Work and Economic Growth (SDG 8)
- ☐ Industry, Innovation and Infrastructure (SDG 9)
- ☐ Reduced Inequalities (SDG 10)
- ☐ Responsible Consumption and Production (SDG 12)
- ☐ Climate Action (SDG 13)
- ☐ Peace, Justice and Strong Institutions (SDG 16)

Additionnel SDGs:

- ☐ *No Poverty (SDG 1)*
- ☐ *Zero Hunger (SDG 2)*
- ☐ *Quality Education (SDG 4)*
- ☐ *Gender Equality (SDG 5)*
- ☐ *Clean Water and Sanitation (SDG 6)*
- ☐ *Affordable and Clean Energy (SDG 7)*
- ☐ *Sustainable Cities and Communities (SDG 11)*
- ☐ *Life below Water (SDG 14)*
- ☐ *Life on Land (SDG 15)*
- ☐ *Partnerships for the Goals (SDG 17)*

PREREQUISITES

Fundamentals of Marketing

COURSE CONTENT

In a combination of theory and coaching sessions, and thanks to the real-world problem proposed by our corporate partner, students will get to learn about the core psychological theories behind our everyday behavior and decisions. They will also learn how to create and implement interventions to nudge the consumers. Specifically, students will learn (1) what specific psychological theories are behind our most important day to day decisions (2) how to utilize those theories to describe, predict, and manipulate the behavior of consumers in the market (3) conduct experiments to collect data for their experimental ideas, and (4) make sense out of the collected data based on the psychological theories.

MAIN TEACHING & LEARNING METHODS

Lectures | Group work | Class discussion | Coaching

ASSESSMENT METHODS

	EVALUATION TYPE	% OF THE GRADE	FORMAT (Organised and invigilated by)	DURATION	LEARNING OBJECTIVES EVALUATED
1	Group continuous assessment	40%	Oral evaluation in class (Professor)	Several days	ALL LO ☒ LO1☐ LO2☐ LO3☐ LO4☐ LO5☐ LO6☐
2	Final exam	60%	Exam outside class (Hub)	120 minutes	ALL LO ☒ LO1☐ LO2☐ LO3☐ LO4☐ LO5☐ LO6☐

RESIT SESSION: A resit session will be organised for students who do not pass the course. The format of the resit session will be communicated later by the HUB.

REQUIRED READING

Academic papers and relevant material will be given during the course. Considering that the course covers a vast variety of topics, no single reference book is proposed.

27_M2_LI_MAA_S1_CCO_ETH_4427: BUSINESS ETHICS

DEGREE	Programme Grande Ecole EDHEC / Diplôme Supérieur en Stratégie et Gestion des Entreprises	**ACADEMIC YEAR**	2026-2027
PROGRAMME	EDHEC	**PERIOD**	Semester 1
STUDY LEVEL	MASTER 2	**STUDENT HOURS**	18
TRACK	Business Management	**ECTS**	3
SUB-TRACK	MSc in Marketing Analytics	**CAMPUS**	LILLE
EXPERTISE			
COURSE COORDINATOR	Prof. DEMUIJNCK Geert		

COURSE OBJECTIVES

The objective of this course is to gain awareness and understanding about responsible data management, professional deontology and regulations related to the manipulation of data in online marketing practices.

LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes):

- **LO1**: the societal consequences of data science by exploring the main ethical dilemmas related to the collection and use of data.
- **LO2**: specific issues in marketing ethics related to data privacy and respecting people's autonomy

More specifically, participants should be able to (skill- and competency-based outcomes):

- **LO3**: formulate a clear ethical opinion about controversial issues related to big data in order to discuss these questions in a structured way and apply critical thinking
- **LO4**: debate ethical dilemmas in marketing without feeling embarrassment
- **LO5:** Adopt a systems thinking approach
- **LO6**: Conceive transformation of organisations in line with desirable futures

INTEGRATION OF SUSTAINABLE DEVELOPMENT GOALS

The course addresses sustainability issue(s) through one or several sessions
Number of dedicated hours: 9
The following SDGs are introduced in the course:

Main SDGs:

- ☒ Good Health and Well-Being (SDG 3)
- ☒ Decent Work and Economic Growth (SDG 8)
- ☒ Industry, Innovation and Infrastructure (SDG 9)
- ☒ Reduced Inequalities (SDG 10)
- ☒ Responsible Consumption and Production (SDG 12)
- ☒ Climate Action (SDG 13)
- ☒ Peace, Justice and Strong Institutions (SDG 16)

Additionnel SDGs:

- ☐ *No Poverty (SDG 1)*
- ☒ *Zero Hunger (SDG 2)*
- ☐ *Quality Education (SDG 4)*
- ☒ *Gender Equality (SDG 5)*
- ☐ *Clean Water and Sanitation (SDG 6)*
- ☐ *Affordable and Clean Energy (SDG 7)*
- ☐ *Sustainable Cities and Communities (SDG 11)*
- ☐ *Life below Water (SDG 14)*
- ☐ *Life on Land (SDG 15)*
- ☐ *Partnerships for the Goals (SDG 17)*

PREREQUISITES

There are no specific prerequisites, except for the willingness to be guided by rational arguments and to scrutinize critically one's own and other people's moral opinions related to business and, more particularly, related to the digital marketing.
It is important to notice that some of the sessions will be 'no laptop, no phone' sessions. During these sessions, we will only make use of natural intelligence.

COURSE CONTENT

The emergence of the 'infosphere'. How digitalization radically transforms our social environment.
Indicate major social changes related to digitalization and the explosion of data.
The specificity of ethical questions and the basic methodology to deal with them.
Some frequent pitfalls related to ethical debates.
What is a structured analysis of an ethical issue in a business context.
Privacy issues related to the use and manipulation of data.
Borderline cases of breaches of privacy in the manipulation of data. Some case studies
Finally: Questions of meaning and sense beyond the level of economic trade6offs and dangers for basic rights and liberties.

MAIN TEACHING & LEARNING METHODS

Lectures	Case study	Class discussion	Group work

ASSESSMENT METHODS

	EVALUATION TYPE	% OF THE GRADE	FORMAT (Organised and invigilated by)	DURATION	LEARNING OBJECTIVES EVALUATED
1	Group continuous assessment	30%	Oral evaluation in class (Professor)	Several days	ALL LO ☒ LO1☐ LO2☐ LO3☐ LO4☐ LO5☐ LO6☐
2	Final exam	70%	Exam outside class (Hub)	90 minutes	ALL LO ☒ LO1☐ LO2☐ LO3☐ LO4☐ LO5☐ LO6☐

RESIT SESSION: A resit session will be organised for students who do not pass the course. The format of the resit session will be an oral evaluation.

REQUIRED READING

A list of papers and case studies will be put on Blackboard before the first session.

27_M2_LI_MAA_S1_CCO_LAW_7368: DATA REGULATION FOR MARKETERS

DEGREE	Programme Grande Ecole EDHEC / Diplôme Supérieur en Stratégie et Gestion des Entreprises	**ACADEMIC YEAR**	2026-2027
PROGRAMME	EDHEC	**PERIOD**	Semester 1
STUDY LEVEL	MASTER 2	**STUDENT HOURS**	18
TRACK	Business Management	**ECTS**	3
SUB-TRACK	MSc in Marketing Analytics	**CAMPUS**	LILLE
EXPERTISE			
COURSE COORDINATOR	GURPEGUI Iratxe		

COURSE OBJECTIVES

The aim of this course is to give students an in-depth understanding of the EU Data Protection Law, including in particular the analysis of the General Data Protection Regulation (GDPR), enabling them to master its key concepts and to ensure the practical and the problematic interplay with marketing and data science for marketers.

LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes):

- **LO1**: the main principles and rules of the data protection law in Europe
- **LO2**: the interplay between data protection and other legal areas relevant in the field of marketing

More specifically, participants should be able to (skill- and competency-based outcomes):

- **LO3**: Apply the principles, rights and duties in real-life situations (e.g., creating a Data Protection Impact Assessment
- **LO4**: Analyse the new challenges of data processing (algorithmic and AI regulation, intersection with Intellectual Property Law)
- **LO5:** Adopt a systems thinking approach
- **LO6**: Conceive transformation of organisations in line with desirable futures

INTEGRATION OF SUSTANAIBLE DEVELOPMENT GOALS

The course is addresses sustainability issue(s) through one or several sessions
Number of dedicated hours: 10
The following SDGs are introduced in the course:

Main SDGs:

- ☐ Good Health and Well-Being (SDG 3)
- ☐ Decent Work and Economic Growth (SDG 8)
- ☐ Industry, Innovation and Infrastructure (SDG 9)
- ☐ Reduced Inequalities (SDG 10)
- ☐ Responsible Consumption and Production (SDG 12)
- ☐ Climate Action (SDG 13)
- ☒ Peace, Justice and Strong Institutions (SDG 16)

Additionnel SDGs:

- ☐ *No Poverty (SDG 1)*
- ☐ *Zero Hunger (SDG 2)*
- ☐ *Quality Education (SDG 4)*
- ☐ *Gender Equality (SDG 5)*
- ☐ *Clean Water and Sanitation (SDG 6)*
- ☐ *Affordable and Clean Energy (SDG 7)*
- ☐ *Sustainable Cities and Communities (SDG 11)*
- ☐ *Life below Water (SDG 14)*
- ☐ *Life on Land (SDG 15)*
- ☐ *Partnerships for the Goals (SDG 17)*

PREREQUISITES

None

COURSE CONTENT

The fundamental right to privacy and data protection in Europe. The legal sources. The GDPR: overall structure and definitions Data Protection Principles and Data Protection Rights in the GDPR Accountability Obligations in the GDPR and the Data Protection Impact Assessment Data Protection in the Algorithmic-driven Age and the intersection with other fields, e.g. Intellectual Property, Algorithm and AI regulation, consumer protection.

MAIN TEACHING & LEARNING METHODS

Lectures	Case study	Class discussion	Group work

ASSESSMENT METHODS

	EVALUATION TYPE	% OF THE GRADE	FORMAT (Organised and invigilated by)	DURATION	LEARNING OBJECTIVES EVALUATED
1	Final exam	75%	Exam outside class (Hub)	90 minutes	ALL LO ☒ LO1☐ LO2☐ LO3☐ LO4☐ LO5☐ LO6☐
2	Group continuous assessment	15%	Assignment (Professor)	Several days	ALL LO ☒ LO1☐ LO2☐ LO3☐ LO4☐ LO5☐ LO6☐
3	Individual continuous assessment	10%	Participation (Professor)	Several days	ALL LO ☒ LO1☐ LO2☐ LO3☐ LO4☐ LO5☐ LO6☐

RESIT SESSION: A resit session will be organised for students who do not pass the course. The format of the resit session will be communicated later by the HUB.

REQUIRED READING

None

27_M2_LI_MAA_S1_CCO_DS_7370: DATA VISUALIZATION

DEGREE	Programme Grande Ecole EDHEC / Diplôme Supérieur en Stratégie et Gestion des Entreprises	**ACADEMIC YEAR**	2026-2027
PROGRAMME	EDHEC	**PERIOD**	Semester 1
STUDY LEVEL	MASTER 2	**STUDENT HOURS**	18
TRACK	Business Management	**ECTS**	3
SUB-TRACK	MSc in Marketing Analytics	**CAMPUS**	LILLE
EXPERTISE			
COURSE COORDINATOR	QUISPE ROMERO Juan Pedro		

COURSE OBJECTIVES

Effectively analyse and visualize data to support data-driven decision-making in business contexts.
Design insightful visualizations and integrate them into interactive, user-friendly dashboards.
Build a strong foundational understanding of Tableau as a leading business intelligence tool.

LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes):

- **LO1**: Understand and apply best practices in data visualization using Tableau.
- **LO2**: Gain foundational knowledge of fundamental data analytics techniques for preparing, visualizing, and interpreting data.

More specifically, participants should be able to (skill- and competency-based outcomes):

- **LO3**: Develop and interpret a wide range of charts and tables using Tableau.
- **LO4**: Customize and refine visualizations to meet specific business needs and contexts.
- **LO5**: Communicate clear, compelling, and data-driven insights using interactive Tableau dashboards.

INTEGRATION OF SUSTAINABLE DEVELOPMENT GOALS

The course is not addressing sustainability issue(s)
Number of dedicated hours: 0
The following SDGs are introduced in the course:

Main SDGs:

- ☐ Good Health and Well-Being (SDG 3)
- ☐ Decent Work and Economic Growth (SDG 8)
- ☐ Industry, Innovation and Infrastructure (SDG 9)
- ☐ Reduced Inequalities (SDG 10)
- ☐ Responsible Consumption and Production (SDG 12)
- ☐ Climate Action (SDG 13)
- ☐ Peace, Justice and Strong Institutions (SDG 16)

Additional SDGs:

- ☐ *No Poverty (SDG 1)*
- ☐ *Zero Hunger (SDG 2)*
- ☐ *Quality Education (SDG 4)*
- ☐ *Gender Equality (SDG 5)*
- ☐ *Clean Water and Sanitation (SDG 6)*
- ☐ *Affordable and Clean Energy (SDG 7)*
- ☐ *Sustainable Cities and Communities (SDG 11)*
- ☐ *Life below Water (SDG 14)*
- ☐ *Life on Land (SDG 15)*
- ☐ *Partnerships for the Goals (SDG 17)*

PREREQUISITES

Tableau Desktop installed on each student's laptop. A free Tableau Desktop version is available for students.

COURSE CONTENT

- Learn the importance of data visualization and how to connect and prepare data.
- Perform aggregation calculations and explore common types of visualizations.
- Understand different calculation types and the importance of filter order.
- Combine all concepts to design advanced dashboards with actions and interactivity.
- Complete a group assignment by building an interactive dashboard.

MAIN TEACHING & LEARNING METHODS

Lectures Tutorials Class discussion

ASSESSMENT METHODS

	EVALUATION TYPE	% OF THE GRADE	FORMAT (Organised and invigilated by)	DURATION	LEARNING OBJECTIVES EVALUATED
1	Group continuous assessment	40 %	Oral evaluation in class (Professor)	Several days	ALL LO ☒ LO1 ☐ LO2 ☐ LO3 ☐ LO4 ☐ LO5 ☐ LO6 ☐
2	Final exam	60 %	Exam outside class (Hub)	90 minutes	ALL LO ☒ LO1 ☐ LO2 ☐ LO3 ☐ LO4 ☐ LO5 ☐ LO6 ☐

RESIT SESSION: A resit session will be organised for students who do not pass the course. The format of the resit session will be communicated later by the HUB.

REQUIRED READING

None

27_M2_LI_MAA_S1_CCO_DS_7369: INTRODUCTION TO PYTHON CODING

DEGREE	Programme Grande Ecole EDHEC / Diplôme Supérieur en Stratégie et Gestion des Entreprises	**ACADEMIC YEAR**	2026-2027
PROGRAMME	EDHEC	**PERIOD**	Semester 1
STUDY LEVEL	MASTER 2	**STUDENT HOURS**	18
TRACK	Business Management	**ECTS**	3
SUB-TRACK	MSc in Marketing Analytics	**CAMPUS**	LILLE
EXPERTISE			
COURSE COORDINATOR	Prof. Serena D'HOOGE		

COURSE OBJECTIVES

Python is a programming language which is widely used across different disciplines of management, including marketing. This course provides a general introduction to Python and its main libraries for data collection and analysis. More specifically, students will learn how to use Python in a marketing analytics context to collect, process, analyze, and visualize data to address business problems.

LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes):

- **LO1**: Understand and apply fundamental programming concepts in Python.
- **LO2**: Understand and apply Python in a marketing analytics context.

More specifically, participants should be able to (skill- and competency-based outcomes):

- **LO3**: Write and successfully run fundamental Python scripts.
- **LO4**: Write and successfully run Python code to collect, process, and analyze marketing data.

INTEGRATION OF SUSTAINABLE DEVELOPMENT GOALS

The course is not addressing sustainability issue(s)
Number of dedicated hours: 0
The following SDGs are introduced in the course:

Main SDGs:

- ☐ Good Health and Well-Being (SDG 3)
- ☐ Decent Work and Economic Growth (SDG 8)
- ☐ Industry, Innovation and Infrastructure (SDG 9)
- ☐ Reduced Inequalities (SDG 10)
- ☐ Responsible Consumption and Production (SDG 12)
- ☐ Climate Action (SDG 13)
- ☐ Peace, Justice and Strong Institutions (SDG 16)

Additionnel SDGs:

- ☐ *No Poverty (SDG 1)*
- ☐ *Zero Hunger (SDG 2)*
- ☐ *Quality Education (SDG 4)*
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- ☐ *Sustainable Cities and Communities (SDG 11)*
- ☐ *Life below Water (SDG 14)*
- ☐ *Life on Land (SDG 15)*
- ☐ *Partnerships for the Goals (SDG 17)*

PREREQUISITES

None.

COURSE CONTENT

1. Introduction to Python: Learn the fundamentals of Python programming, including syntax, variables, data types, and writing simple scripts.
2. Data structures and control flow statements: Understand lists, dictionaries, loops, and conditional statements for organizing and processing data efficiently.
3. Libraries for data analysis and data collection (Numpy, pandas, Matplotlib, BeautifulSoup, etc.): Use popular Python libraries for data processing, numerical computations, visualization, and collecting data from online sources.
4. Performing data analysis in Python: Learn basic statistical concepts and analytical techniques used to explore, analyze, and interpret data.

MAIN TEACHING & LEARNING METHODS

Lectures Tutorials

ASSESSMENT METHODS

	EVALUATION TYPE	% OF THE GRADE	FORMAT (Organised and invigilated by)	DURATION	LEARNING OBJECTIVES EVALUATED
1	Individual continuous assessment	15%	Participation (Professor)	Several days	ALL LO ☒ LO1☐ LO2☐ LO3☐ LO4☐ LO5☐ LO6☐
2	Final exam	85%	Exam in class (Professor)	90 minutes	ALL LO ☒ LO1☐ LO2☐ LO3☐ LO4☐ LO5☐ LO6☐

RESIT SESSION: A resit session will be organised for students who do not pass the course. The format of the resit session will be communicated later by the HUB.

REQUIRED READING

Slides

27_M2_LI_MAA_S1_CCO_MKG_7367: MODELS IN MARKETING

DEGREE	Programme Grande Ecole EDHEC / Diplôme Supérieur en Stratégie et Gestion des Entreprises	**ACADEMIC YEAR**	2026-2027
PROGRAMME	EDHEC	**PERIOD**	Semester 1
STUDY LEVEL	MASTER 2	**STUDENT HOURS**	24
TRACK	Business Management	**ECTS**	4
SUB-TRACK	MSc in Marketing Analytics	**CAMPUS**	LILLE
EXPERTISE			
COURSE COORDINATOR	Prof. Etienne DENIS		

COURSE OBJECTIVES

In this course, students will be offered a concise approach to analyzing quantitative marketing research data in practice. Beyond a reminder of the fundamentals in statistics, the course proposes a step-by-step treatment of the major analyses used in making marketing decisions, such as analysis of variance, regressions, cluster analyses and much more. Eventually, students will learn how to interpret the results and propose adequate solutions.

LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes):

- **LO1**: The conditions of use of the main quantitative analyses applied in marketing
- **LO2**: The interpretation of the quantitative outputs

More specifically, participants should be able to (skill- and competency-based outcomes):

- **LO3**: Based on a detailed managerial problem, to approach the available data accordingly.
- **LO4**: To interpret the data and formulate adequate managerial recommendations
- **LO5:** Adopt a systems thinking approach
- **LO6**: Design strategy under uncertainty

INTEGRATION OF SUSTANAIBLE DEVELOPMENT GOALS

The course is not addressing sustainability issue(s)
Number of dedicated hours: 0
The following SDGs are introduced in the course:

Main SDGs:

- ☐ Good Health and Well-Being (SDG 3)
- ☐ Decent Work and Economic Growth (SDG 8)
- ☐ Industry, Innovation and Infrastructure (SDG 9)
- ☐ Reduced Inequalities (SDG 10)
- ☐ Responsible Consumption and Production (SDG 12)
- ☐ Climate Action (SDG 13)
- ☐ Peace, Justice and Strong Institutions (SDG 16)

Additionnel SDGs:

- ☐ *No Poverty (SDG 1)*
- ☐ *Zero Hunger (SDG 2)*
- ☐ *Quality Education (SDG 4)*
- ☐ *Gender Equality (SDG 5)*
- ☐ *Clean Water and Sanitation (SDG 6)*
- ☐ *Affordable and Clean Energy (SDG 7)*
- ☐ *Sustainable Cities and Communities (SDG 11)*
- ☐ *Life below Water (SDG 14)*
- ☐ *Life on Land (SDG 15)*
- ☐ *Partnerships for the Goals (SDG 17)*

PREREQUISITES

Fundamentals in statistics

COURSE CONTENT

Through a mix of plenary sessions and in-class exercises and based on a concrete challenge from our corporate partner, participants from this course will get to learn about each of the major analyses used in marketing contexts. Students will learn (1) to read a dataset, (2) choose the most relevant models given the nature of the problem, (3) run and interpret each stage of the analyses and (4) formulate data-driven recommendations.

MAIN TEACHING & LEARNING METHODS

Lectures | Group work | Consulting | Coaching

ASSESSMENT METHODS

	EVALUATION TYPE	% OF THE GRADE	FORMAT (Organised and invigilated by)	DURATION	LEARNING OBJECTIVES EVALUATED
1	Group continuous assessment	40%	Oral evaluation in class (Professor)	180 minutes	ALL LO ☒ LO1☐ LO2☐ LO3☐ LO4☐ LO5☐ LO6☐
2	Final exam	60%	Exam outside class (Hub)	120 minutes	ALL LO ☒ LO1☐ LO2☐ LO3☐ LO4☐ LO5☐ LO6☐

RESIT SESSION: A resit session will be organised for students who do not pass the course. The format of the resit session will be communicated later by the HUB.

REQUIRED READING

None.

27_M2_LI_MAA_S1_CCO_MP_1220: RESEARCH METHODS

DEGREE	Programme Grande Ecole EDHEC / Diplôme Supérieur en Stratégie et Gestion des Entreprises	**ACADEMIC YEAR**	2026-2027
PROGRAMME	EDHEC	**PERIOD**	Semester 1
STUDY LEVEL	MASTER 2	**STUDENT HOURS**	18
TRACK	Business Management	**ECTS**	3
SUB-TRACK	MSc in Marketing Analytics	**CAMPUS**	LILLE
EXPERTISE			
COURSE COORDINATOR	Prof. Martin WETZELS		

COURSE OBJECTIVES

Over the last two decades political, social, and technological developments have disrupted the strategic business landscape in almost every country around the world. There is an ongoing paradigm shift towards a more service-dominant, digital and global economy. As a result, future marketing managers are confronted with an increased need to justify their trade-offs in the managerial decision-making process. The American Marketing Association (AMA) defines marketing research as the function that links the consumer, customer, and public to the marketer through information - information used to identify and define marketing opportunities and problems; generate, refine, and evaluate marketing actions; monitor marketing performance; and improve understanding of marketing as a process (https://www.ama.org/). As a future marketing manager, you will need to understand how effective marketing research can provide rigorous and robust insights to improve managerial decision-making for marketing management. The marketing research process is a sequential process based on scientific method, and allows future managers to understand, evaluate as well as conduct research to improve managerial decision-making.

LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes):

- **LO1**: Understand the scientific principles underlying the marketing research process
- **LO2**: Apply the scientific principles of the marketing research process to evaluate and design research projects, including the Master project

More specifically, participants should be able to (skill- and competency-based outcomes):

- **LO3**: Critically assess and review published marketing research with a focus on the appropriate research methodology
- **LO4**: Use research tools, including statistical software and AI tools, responsibly across all stages of the marketing research process
- **LO5:** Design strategy under uncertainty
- **LO6**: Conceive transformation of organisations in line with desirable futures

INTEGRATION OF SUSTANAIBLE DEVELOPMENT GOALS

The course is addresses sustainability issue(s) through one or several sessions
Number of dedicated hours: 2
The following SDGs are introduced in the course:

Main SDGs:

- ☒ Good Health and Well-Being (SDG 3)
- ☒ Decent Work and Economic Growth (SDG 8)
- ☒ Industry, Innovation and Infrastructure (SDG 9)
- ☒ Reduced Inequalities (SDG 10)
- ☒ Responsible Consumption and Production (SDG 12)
- ☒ Climate Action (SDG 13)
- ☐ Peace, Justice and Strong Institutions (SDG 16)

Additionnel SDGs:

- ☐ *No Poverty (SDG 1)*
- ☐ *Zero Hunger (SDG 2)*
- ☐ *Quality Education (SDG 4)*
- ☐ *Gender Equality (SDG 5)*
- ☐ *Clean Water and Sanitation (SDG 6)*
- ☐ *Affordable and Clean Energy (SDG 7)*
- ☐ *Sustainable Cities and Communities (SDG 11)*
- ☐ *Life below Water (SDG 14)*
- ☐ *Life on Land (SDG 15)*
- ☐ *Partnerships for the Goals (SDG 17)*

PREREQUISITES

General English writing skills and advanced knowledge in management.

COURSE CONTENT

Using a mix of plenary sessions, in-class exercises, research presentations, research sprints and the preparation of a research brief the participants will learn about the principles of marketing research and apply it to their prospective Master project. The following topics will be covered during the course: (1) the marketing research process, (2) formulating research questions, (3) literature review and conceptual framework, (4) research design choices, (5) sampling and sampling designs, (6) data collection methods and (7) data analysis and reporting.

MAIN TEACHING & LEARNING METHODS

Class discussion	Group work	Oral presentations	Lectures

ASSESSMENT METHODS

	EVALUATION TYPE	% OF THE GRADE	FORMAT (Organised and invigilated by)	DURATION	LEARNING OBJECTIVES EVALUATED
1	Group continuous assessment	45%	Oral evaluation in class (Professor)	Several days	ALL LO ☐ LO1☐ LO2☐ LO3☒ LO4☒ LO5☒ LO6☒
2	Individual continuous assessment	40%	Written evaluation in class (Professor)	Several days	ALL LO ☒ LO1☒ LO2☒ LO3☒ LO4☒ LO5☒ LO6☒
3	Individual continuous assessment	15%	Assignment (Professor)	Several days	ALL LO ☒ LO1☒ LO2☒ LO3☒ LO4☒ LO5☒ LO6☒

RESIT SESSION: A resit session will be organised for students who do not pass the course. The format of the resit session will be communicated later by the HUB.

REQUIRED READING

None.

27_M2_LI_MAA_S2_CCO_MKG_7373: BEHAVIOR INSIGHTS FROM TEXT ANALYSIS

DEGREE	Programme Grande Ecole EDHEC / Diplôme Supérieur en Stratégie et Gestion des Entreprises	**ACADEMIC YEAR**	2026-2027
PROGRAMME	EDHEC	**PERIOD**	Semester 2
STUDY LEVEL	MASTER 2	**STUDENT HOURS**	24
TRACK	Business Management	**ECTS**	4
SUB-TRACK	MSc in Marketing Analytics	**CAMPUS**	LILLE
EXPERTISE			
COURSE COORDINATOR	Prof. GORDELIY Ivan		

COURSE OBJECTIVES

An essential set of methods of contemporary Marketing Analytics is related to the quantitative analysis of textual data. In this course, participants will be introduced to the concepts, techniques, and uses of text mining, text analysis, and Natural Language Processing in the contexts of Marketing and Word-of-Mouth Marketing. In particular, this course will cover the analysis of UGC (User Generated Content). Examples of this type of data are product reviews and reactions of consumers or influencers on social networks. Another objective of this course is to acquire knowledge on how to gather such textual customer intelligence. Students will learn how to collect, analyze, and interpret textual data and extract actionable marketing insights from that analysis.

LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes):

- **LO1**: Identify relevant textual data necessary to infer consumers' attitudes.
- **LO2**: Understand the main concepts and models necessary to perform relevant analysis on textual data.

More specifically, participants should be able to (skill- and competency-based outcomes):

- **LO3**: Collect relevant textual data and organize it.
- **LO4**: Perform basic analysis on text: pre-processing textual data, performing frequency analysis, creating word clouds, performing sentiment analysis and topic modeling.

INTEGRATION OF SUSTANAIBLE DEVELOPMENT GOALS

The course is not addressing sustainability issue(s)
Number of dedicated hours: 0
The following SDGs are introduced in the course:

Main SDGs:

- ☐ Good Health and Well-Being (SDG 3)
- ☐ Decent Work and Economic Growth (SDG 8)
- ☐ Industry, Innovation and Infrastructure (SDG 9)
- ☐ Reduced Inequalities (SDG 10)
- ☐ Responsible Consumption and Production (SDG 12)
- ☐ Climate Action (SDG 13)
- ☐ Peace, Justice and Strong Institutions (SDG 16)

Additionnel SDGs:

- ☐ *No Poverty (SDG 1)*
- ☐ *Zero Hunger (SDG 2)*
- ☐ *Quality Education (SDG 4)*
- ☐ *Gender Equality (SDG 5)*
- ☐ *Clean Water and Sanitation (SDG 6)*
- ☐ *Affordable and Clean Energy (SDG 7)*
- ☐ *Sustainable Cities and Communities (SDG 11)*
- ☐ *Life below Water (SDG 14)*
- ☐ *Life on Land (SDG 15)*
- ☐ *Partnerships for the Goals (SDG 17)*

PREREQUISITES

Python, analytical skills, statistics

COURSE CONTENT

Using textual data to describe, measure, and acquire insights into consumers' behavior and attitudes.
Text mining. Understanding the limitations of different data sources.
Pre-processing textual data. Frequency analysis. Word clouds.
Topic modeling.
Sentiment analysis.

MAIN TEACHING & LEARNING METHODS

Lectures | Group work | Blended learning | Case study

ASSESSMENT METHODS

	EVALUATION TYPE	% OF THE GRADE	FORMAT (Organised and invigilated by)	DURATION	LEARNING OBJECTIVES EVALUATED
1	Group continuous assessment	50%	Oral evaluation in class (Professor)	Several days	ALL LO ☒ LO1☐ LO2☐ LO3☐ LO4☐ LO5☐ LO6☐
2	Individual continuous assessment	50%	Online quiz/MCQ in class (Professor)	Several days	ALL LO ☒ LO1☐ LO2☐ LO3☐ LO4☐ LO5☐ LO6☐

RESIT SESSION: A resit session will be organised for students who do not pass the course. The format of the resit session will be communicated later by the HUB.

REQUIRED READING

None

27_M2_LI_MAA_S2_CCO_MKG_7937: CUSTOMER LIFECYCLE MANAGEMENT

DEGREE	Programme Grande Ecole EDHEC / Diplôme Supérieur en Stratégie et Gestion des Entreprises	**ACADEMIC YEAR**	2026-2027
PROGRAMME	EDHEC	**PERIOD**	Semester 2
STUDY LEVEL	MASTER 2	**STUDENT HOURS**	24
TRACK	Business Management	**ECTS**	4
SUB-TRACK	MSc in Marketing Analytics	**CAMPUS**	LILLE
EXPERTISE			
COURSE COORDINATOR	Prof. VERBEECK Cédric		

COURSE OBJECTIVES

In this course, students will develop a comprehensive understanding of customer relationship management (CRM), focusing on strategic and analytical approaches essential for mastering data-driven marketing decisions. They will learn advanced data manipulation and modeling techniques using Python, equipping them with the skills to construct and apply predictive models effectively. The curriculum is designed to provide critical tools for analyzing and enhancing customer value, pivotal for fostering profitable relationships in contemporary business landscapes.

LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes):

- **LO1**: Understand the fundamentals of customer management strategies.
- **LO2**: Awareness of the most important quantitative CRM models in marketing and their assumptions

More specifically, participants should be able to (skill- and competency-based outcomes):

- **LO3**: Analyze and develop customer management strategies
- **LO4**: Assess the worth of customers

INTEGRATION OF SUSTAINABLE DEVELOPMENT GOALS

The course is not addressing sustainability issue(s)
Number of dedicated hours: 0
The following SDGs are introduced in the course:

Main SDGs:

- ☐ Good Health and Well-Being (SDG 3)
- ☐ Decent Work and Economic Growth (SDG 8)
- ☐ Industry, Innovation and Infrastructure (SDG 9)
- ☐ Reduced Inequalities (SDG 10)
- ☐ Responsible Consumption and Production (SDG 12)
- ☐ Climate Action (SDG 13)
- ☐ Peace, Justice and Strong Institutions (SDG 16)

Additionnel SDGs:

- ☐ *No Poverty (SDG 1)*
- ☐ *Zero Hunger (SDG 2)*
- ☐ *Quality Education (SDG 4)*
- ☐ *Gender Equality (SDG 5)*
- ☐ *Clean Water and Sanitation (SDG 6)*
- ☐ *Affordable and Clean Energy (SDG 7)*
- ☐ *Sustainable Cities and Communities (SDG 11)*
- ☐ *Life below Water (SDG 14)*
- ☐ *Life on Land (SDG 15)*
- ☐ *Partnerships for the Goals (SDG 17)*

PREREQUISITES

Python programming

COURSE CONTENT

Customer Lifecycle management
Customer Acquisition
Customer Segmentation
Customer Churn management

MAIN TEACHING & LEARNING METHODS

Case study | Lectures | Blended learning | Group work

ASSESSMENT METHODS

	EVALUATION TYPE	% OF THE GRADE	FORMAT (Organised and invigilated by)	DURATION	LEARNING OBJECTIVES EVALUATED
1	Final exam	50%	Exam outside class (Hub)	120 minutes	LO1☒ LO2☒ LO3☒ LO4☒
3	Group continuous assessment	50%	Oral evaluation in class (Professor)	Less than 30 minutes	LO1☐ LO2☐ LO3☒ LO4☒

RESIT SESSION: A resit session will be organised for students who do not pass the course. The format of the resit session will be communicated later by the HUB.

REQUIRED READING

A detailed list of readings will be provided on BlackBoard prior to every session.
There is no required textbook

27_M2_LI_MAA_S2_CCO_MKG_7938: FROM CLICKS TO CONVERSIONS

DEGREE	Programme Grande Ecole EDHEC / Diplôme Supérieur en Stratégie et Gestion des Entreprises	**ACADEMIC YEAR**	2026-2027
PROGRAMME	EDHEC	**PERIOD**	Semester 2
STUDY LEVEL	MASTER 2	**STUDENT HOURS**	24
TRACK	Business Management	**ECTS**	4
SUB-TRACK	MSc in Marketing Analytics	**CAMPUS**	LILLE
EXPERTISE			
COURSE COORDINATOR	Prof. HETTICH Dominik		

COURSE OBJECTIVES

This course provides a data-driven and consumer-centric framework for understanding and improving digital customer acquisition, engagement, and conversion. Students will learn how consumers search for and process information in digital environments and how behavioural insights, experimentation, digital analytics, and AI-enabled analysis of customer-generated data can be used to identify customer needs and evaluate marketing interventions.

LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes):

- **LO1**: Explain how consumers search for, process, and respond to information in digital environments.
- **LO2**: Explain how consumer insights and marketing analytics methods support customer acquisition, engagement, and conversion.

More specifically, participants should be able to (skill- and competency-based outcomes):

- **LO3**: Design experiments to evaluate marketing interventions.
- **LO4**: Analyze customer and experimental data to generate actionable insights.
- **LO5:** Design strategy under uncertainty
- **LO6**: Adopt a systems thinking approach

INTEGRATION OF SUSTAINABLE DEVELOPMENT GOALS

The course addresses sustainability issue(s) through one or several sessions
Number of dedicated hours: 1
The following SDGs are introduced in the course:

Main SDGs:

- ☐ Good Health and Well-Being (SDG 3)
- ☐ Decent Work and Economic Growth (SDG 8)
- ☒ Industry, Innovation and Infrastructure (SDG 9)
- ☐ Reduced Inequalities (SDG 10)
- ☐ Responsible Consumption and Production (SDG 12)
- ☐ Climate Action (SDG 13)
- ☐ Peace, Justice and Strong Institutions (SDG 16)

Additional SDGs:

- ☐ *No Poverty (SDG 1)*
- ☐ *Zero Hunger (SDG 2)*
- ☐ *Quality Education (SDG 4)*
- ☐ *Gender Equality (SDG 5)*
- ☐ *Clean Water and Sanitation (SDG 6)*
- ☐ *Affordable and Clean Energy (SDG 7)*
- ☐ *Sustainable Cities and Communities (SDG 11)*
- ☐ *Life below Water (SDG 14)*
- ☐ *Life on Land (SDG 15)*
- ☐ *Partnerships for the Goals (SDG 17)*

PREREQUISITES

None

COURSE CONTENT

The course is structured around both theoretical and practical learning.

The course examines how consumers search for, process, and act upon information in digital environments. Key concepts include customer acquisition and conversion, consumer decision making, digital customer journeys, marketing analytics, experimentation, and AI-enabled analysis of customer-generated data.

Students will apply analytical methods to a digital marketing challenge. Working in groups, they will use digital and customer-generated data to identify customer needs and behavioural patterns, generate actionable insights, evaluate marketing interventions, and develop evidence-based recommendations and testing strategies.

MAIN TEACHING & LEARNING METHODS

Lectures | Group work | Oral presentations | Coaching

ASSESSMENT METHODS

	EVALUATION TYPE	% OF THE GRADE	FORMAT (Organised and invigilated by)	DURATION	LEARNING OBJECTIVES EVALUATED
1	Final exam	70%	Exam outside class (Hub)	120 minutes	ALL LO ☒ LO1☐ LO2☐ LO3☐ LO4☐ LO5☐ LO6☐

2	Group continuous assessment	15%	Assignment (Professor)	Several days	ALL LO ☒ LO1☐ LO2☐ LO3☐ LO4☐ LO5☐ LO6☐
3	Individual continuous assessment	15%	Participation (Professor)	Several days	ALL LO ☒ LO1☐ LO2☐ LO3☐ LO4☐ LO5☐ LO6☐

RESIT SESSION: A resit session will be organized for students who do not pass the course. The format of the resit session will be communicated later by the HUB.

REQUIRED READING

To be announced during the course.

27_M2_LI_MAA_S2_CCO_MKG_7372: FUNDAMENTALS OF GENERATIVE AI

DEGREE	Programme Grande Ecole EDHEC / Diplôme Supérieur en Stratégie et Gestion des Entreprises	**ACADEMIC YEAR**	2026-2027
PROGRAMME	EDHEC	**PERIOD**	Semester 2
STUDY LEVEL	MASTER 2	**STUDENT HOURS**	18
TRACK	Business Management	**ECTS**	3
SUB-TRACK	MSc in Marketing Analytics	**CAMPUS**	LILLE
EXPERTISE			
COURSE COORDINATOR	Prof. KOSTYK Alena		

COURSE OBJECTIVES

Generative AI is a rapidly evolving field with the potential of revolutionizing many industries. In this course, students learn the fundamentals of GenAI and some of its applications in marketing. Next, they will engage in a hackathon to solve a real-life case study by developing a GenAI solution.

LEARNING OUTCOMES

After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes):

- **LO1**: The fundamental concepts related to GenAI
- **LO2**: The key principles of using GenAI in marketing

More specifically, participants should be able to (skill- and competency-based outcomes):

- **LO3**: Design a GenAI-based solution for a real-life marketing problem
- **LO4**: Apply principles for developing effective GenAI solutions in marketing
- **LO5:** Conceive transformation of organisations in line with desirable futures
- **LO6**: Design strategy under uncertainty

INTEGRATION OF SUSTAINABLE DEVELOPMENT GOALS

The course is not addressing sustainability issue(s)
Number of dedicated hours: 0
The following SDGs are introduced in the course:

Main SDGs:

- ☐ Good Health and Well-Being (SDG 3)
- ☐ Decent Work and Economic Growth (SDG 8)
- ☐ Industry, Innovation and Infrastructure (SDG 9)
- ☐ Reduced Inequalities (SDG 10)
- ☐ Responsible Consumption and Production (SDG 12)
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Additionnel SDGs:

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- ☐ *Affordable and Clean Energy (SDG 7)*
- ☐ *Sustainable Cities and Communities (SDG 11)*
- ☐ *Life below Water (SDG 14)*
- ☐ *Life on Land (SDG 15)*
- ☐ *Partnerships for the Goals (SDG 17)*

PREREQUISITES

Fundamentals of marketing/Marketing strategy/Marketing principles/Marketing strategy or similar

COURSE CONTENT

This course is based on an intensive training & hackathon based on a real-life case study in which students develop a GenAI-based solution:
Day 1. GenAI fundamentals. Training GenAI. Agentic AI. Case presentation.
Day 2. Students work independently on solving the case. Online resources are available for independent work.
Day 3. GenAI in marketing. Designing effective GenAI solutions in marketing.
Day 4. Students work independently on solving the case. Online resources are available for independent work.
Day 5. Team presentations to the panel of judges. Case debrief.

MAIN TEACHING & LEARNING METHODS

Coaching | Group work | Collaborative learning

ASSESSMENT METHODS

	EVALUATION TYPE	% OF THE GRADE	FORMAT (Organised and invigilated by)	DURATION	LEARNING OBJECTIVES EVALUATED
1	Group continuous assessment	50%	Oral evaluation in class (Professor)	Several days	ALL LO ☐ LO1☐ LO2☒ LO3☒ LO4☒ LO5☒ LO6☒
2	Final exam	50%	Exam outside class (Hub)	90 minutes	ALL LO ☐ LO1☒ LO2☒ LO3☐ LO4☒ LO5☐ LO6☐

RESIT SESSION: A resit session will be organised for students who do not pass the course. The format of the resit session will be communicated later by the HUB.

REQUIRED READING

A list of mandatory articles and industry reports to be published on BlackBoard two weeks prior to the start of the course.