

マーケティング・サイエンス I

Syllabus Number

CME-305

Elective

2 credit

BABA, Shinya

1. Course Description

Marketing science involves capturing the market and making decisions based on data and logic. The main feature of marketing science is that it uses mathematical techniques and data, rather than just making decisions based on intuition, experience, and courage. In this lecture, you will learn the theory and techniques of statistics and decision analysis.

In Marketing science I, you will learn the theory and techniques of data analysis and decision making, and the basics of "decision making based on data and logic".