

## 课程详述

### COURSE SPECIFICATION

以下课程信息可能根据实际授课需要或在课程检讨之后产生变动。如对课程有任何疑问，请联系授课教师。

The course information as follows may be subject to change, either during the session because of unforeseen circumstances, or following review of the course at the end of the session. Queries about the course should be directed to the course instructor.

1.	课程名称 Course Title	数字营销分析 Digital Marketing Analytics
2.	授课院系 Originating Department	信息系统与管理工程系 Department of Information Systems & Management Engineering
3.	课程编号 Course Code	MIS411
3	课程学分 Credit Value	3
5.	课程类别 Course Type	专业选修课 Major Elective Courses
6.	授课学期 Semester	秋季 Fall
7.	授课语言 Teaching Language	英文 English
8.	授课教师、所属学系、联系方式（如属团队授课，请列明其他授课教师） Instructor(s), Affiliation & Contact (For team teaching, please list all instructors)	郭悦 信息系统与管理工程系 guoy@sustech.edu.cn
9.	实验员/助教、所属学系、联系方式 Tutor/TA(s), Contact	待公布 To be announced
10.	选课人数限额(可不填) Maximum Enrolment (Optional)	



11. 授课方式 Delivery Method	讲授 Lectures	习题/辅导/讨论 Tutorials	实验/实习 Lab/Practical	其它(请具体注明) Other (Please specify)	总学时 Total
学时数 Credit Hours	32		32		64
12. 先修课程、其它学习要求 Pre-requisites or Other Academic Requirements	无				
13. 后续课程、其它学习规划 Courses for which this course is a pre-requisite	无				
14. 其它要求修读本课程的学系 Cross-listing Dept.	无				

**教学大纲及教学日历 SYLLABUS**

15. 教学目标 Course Objectives

数字营销分析已经成为现代企业营销的重要组成部分，它不仅能够帮助企业了解消费者的需求和行为，而且还能够为企业提供更精细化的营销决策支持。随着大数据技术的发展，数字营销分析已经成为企业获取市场竞争力的重要手段。因此，针对本科生开设数字营销分析课程，对于提高学生的数字化营销素养和竞争力具有重要的意义。通过本课程的学习，学生将能够：掌握数字营销分析的基本理论和方法；熟练使用常见的数字营销分析工具，如 Google Analytics、Adobe Analytics 等；能够收集、清洗、分析和可视化数字营销数据；能够分析数字营销数据，为企业制定营销策略提供决策支持；能够评估数字营销活动的效果，优化营销策略；具备数字化营销素养和竞争力，能够胜任数字营销分析相关工作。

Digital marketing analysis has become an important component of modern enterprise marketing. It not only helps enterprises understand consumer needs and behaviors, but also provides fine-grained decision support for marketing strategies. With the development of big data technology, digital marketing analysis has become an important means for enterprises to obtain market competitiveness. Therefore, offering a digital marketing analysis course for undergraduate students is of great significance for enhancing students' digital marketing literacy and competitiveness. Through this course, students will be able to understand the basic theories and methods of digital marketing analysis. They can proficiently use common digital marketing analysis tools, such as Google Analytics and Adobe Analytics. They are able to collect, clean, analyze, and visualize digital marketing data. They are able to analyze digital marketing data and provide decision support for developing marketing strategies for businesses. They can also evaluate the effectiveness of digital marketing activities and optimize marketing strategies. They can possess digital marketing literacy and competitiveness, and be able to perform digital marketing analysis-related work.



16. 预达学习成果 Learning Outcomes

掌握数字营销分析的基本理论、方法和工具；

熟练使用常见的数字营销分析工具，如 Google Analytics、Adobe Analytics 等；

能够进行数字营销数据的收集、清洗、分析和可视化；

能够分析数字营销数据，为企业制定营销策略提供决策支持；

能够评估数字营销活动的效果，优化营销策略。

Understand the basic theories, methods, and tools of digital marketing analysis;

Proficiently use common digital marketing analysis tools, such as Google Analytics and Adobe Analytics;

Be able to collect, clean, analyze, and visualize digital marketing data;

Be able to analyze digital marketing data and provide decision support for developing marketing strategies for businesses;

Be able to evaluate the effectiveness of digital marketing activities and optimize marketing strategies.

17. 课程内容及教学日历（如授课语言以英文为主，则课程内容介绍可以用英文；如团队教学或模块教学，教学日历须注明主讲人）

**Course Contents (in Parts/Chapters/Sections/Weeks. Please notify name of instructor for course section(s), if this is a team teaching or module course.)**

Week

理论课程

1. 数字营销的概念和意义(The concept and meaning of digital marketing)
2. 大数据背景下的数据的来源和类型 (Sources and types of data in the context of big data)
3. 数据清洗(Data Cleaning)
4. 数据挖掘技术概览(Overview of Data Mining Techniques)
5. 聚类分析(Class Analysis)
6. 判别分析(Discriminant Analysis)
7. 顾客终身价值(Customer Lifetime Value)
8. RFM 模型 (RFM Model)
9. 知觉图(Perceptual Mapping)
10. 联合分析(Conjoint Analysis)
11. 回归分析(Regression Analysis)



12. 逻辑回归(Logistic Regression)
13. 社交网络分析(Social network research)
14. 情感分析(sentiment analysis)
15. 主题模型 (Topic Model 1)
16. 数字广告投放 (Digital Ad Placement)

#### 实验课程

1. 数字营销工具的了解(The concept and meaning of digital marketing)
2. 数据类型的了解(The concept and meaning of data type)
3. 数字类型数据清洗(Digital type data cleaning)
4. 文本类型数据清洗(Text type data cleaning)
5. 聚类分析(Class Analysis)
6. 判别分析模型建立(Discriminant Analysis)
7. 顾客终身价值计算(Customer Lifetime Value)
8. RFM 模型 (RFM Model)
9. 知觉图(Perceptual Mapping)
10. 联合分析(Conjoint Analysis)
11. 回归分析(Regression Analysis)
12. 逻辑回归(Logistic Regression)
13. 社交网络分析(Social network research)
14. 情感分析(sentiment analysis)
15. 主题模型 (Topic Model 1)
16. 数字广告投放 (Digital Ad Placement)

#### 18. 教材及其它参考资料 Textbook and Supplementary Readings

There is no required textbook. There are two optional textbooks:

Grigsby, M. (2022). Marketing analytics: A practical guide to improving consumer insights using data techniques. Kogan Page Publishers.

Kothari, P. (2015). Data analysis with STATA. Packt Publishing Ltd.



课程评估 ASSESSMENT

19. 评估形式 Type of Assessment	评估时间 Time	占考试总成绩百分比 % of final score	违纪处罚 Penalty	备注 Notes
出勤 Attendance		20%		
课堂表现 Class Performance		20%		
小测验 Quiz				
课程项目 Projects				
平时作业 Assignments				
期中考试 Mid-Term Test				
期末考试 Final Exam		60%		
期末报告 Final Presentation				
其它（可根据需要 改写以上评估方式） Others (The above may be modified as necessary)				

20. 记分方式 GRADING SYSTEM

- A. 十三级等级制 Letter Grading  
 B. 二级记分制（通过/不通过） Pass/Fail Grading B

课程审批 REVIEW AND APPROVAL

21. 本课程设置已经过以下责任人/委员会审议通过  
 This Course has been approved by the following person or committee of authority

陆辉