Title	Field Experiments and Advanced Data Analytics in Online Marketing
Lecturers	Prof. Dr. Jan H. Schumann, Sebastian Schubach
Course duration	2 days
Content	- Particularities of Online Marketing - New Opportunities and Challenges in Online Marketing - Data sources and Data Analytics in Online Marketing - Field experiments in Online Marketing - Designing and implementing online field experiments - Analyzing online field experiments
Qualification goals	After participating in this module, participants should be able to: - Understand the particularities of Online Marketing - Understand the opportunities and challenges of Online Marketing - Knowing data sources in Online Marketing - Designing online field experiments and adapting online field experiments to business realities - Conducting and analyzing the data from field experiments in Online Marketing
Teaching methods	Presentations, demonstrations, guided own data analysis
Workload:	12 h
Dates	10.10.2018 (09:00 a.m. - 4:00 p.m.) 11.10.2018 (09:00 a.m. - 4:00 p.m.)
Requirements for certificate	Regular attendance, oral participation
Grading	There will be no grading of this course
Recommended literature	The participants will receive a reading list prior to the course.