

# Data Science for Marketing Analytics

National Research University – Higher School of Economics

Degree or qualification is awarded: **Transcript of records, certificate**

Language of study: **Russian**

Mode of study: **distance learning**

Duration: **2 weeks**

Availability of free education: **yes**

Price: **Tuition fee depends on student category (42 560 - 64 000 RUB), registration fee is 3 000 RUB.**

Programme webpage at the university website: <https://spb.hse.ru/io/sumsch/marketing>

Programme curator: **Daria Zaitseva**

Tel.: **+7 (812) 644 59 11 (ext. 61562)**

E-mail: [spbsummerschool@hse.ru](mailto:spbsummerschool@hse.ru)

Place of education:

- **National Research University – Higher School of Economics in St.Petersburg**  
Offices 214-216, 123 Naberezhnaya Kanala Griboedova, St. Petersburg, Russia, 190068  
**+7 (812) 644-59-11**  
[internationaloffice@hse.ru](mailto:internationaloffice@hse.ru)  
<http://spb.hse.ru/en/>

This course introduces hands-on approaches to solving marketing problems using quantitative data. Multiple specific problems/cases will be showcased from various fields of marketing analytics: marketing research, customer analytics, social network analysis, advertising, etc. The course will give good insight into quantitative methods (statistical analysis of substantial volumes of sales/survey/customer data).

## Specializations within this programme