

### Figure 6.4

#### Big Data Marketing Abbreviated Course Syllabus

<u>Course Number:</u>	BB805A
<u>Course Name:</u>	Big Data Marketing
<u>Instructors:</u>	Ma Yujun
<u>Students:</u>	2019 Marketing Class 1
<u>Required Text:</u>	<ol style="list-style-type: none"> <li>1. BIG DATA MARKETING, HUA YING, MA SHUANG, People's University of China Press, 1st edition, 2022,5.</li> <li>2. BIG DATA MARKETING, CHEN ZHIXUAN, Ma Qi, Electronic Industry Press, 1st Edition, 2019, 11.</li> </ol>
<u>Course Description:</u>	<p>Big Data Marketing is a specialized course for senior students majoring in marketing. Through the study of this course, students will be able to develop a deep knowledge and understanding of the basic theories, methods and tools of big data marketing as well as its practical applications, and be able to implement them effectively in practice for specific business situations. They will be able to recognize the unique factors that Chinese companies need to consider in big data marketing, as well as the important role played by intangible elements such as culture and values. Be able to understand the theoretical frontiers and practical explorations of big data marketing, and have the ability to make predictions and innovate based on big data.</p>

Topic Outline:	Hours/Minutes
I. Modern Marketing in the context of the times	2
A. Mega-trend: Entering the age of intellectual substitution and extension	
B. Challenges and Opportunities for the Marketing Program	
C. Big Data Marketing overview and Big Data Marketing myths	
II. Big Data, Intelligent Algorithms and Machine Learning	2
A. Big Data and Intelligent Algorithms	
B. Machine Learning and Pattern Recognition	
C. Artificial Intelligence and Classification	
III. Precision marketing based on Big Data	4
A. The modern marketing mindset of the "Trinity".	
B. Big Data Precision Marketing	
C. User profiles and their construction	
IV. Classification Algorithms and Their Application to Precision Marketing	18
A. Neural Network classification algorithm	
B. Neural Network Algorithms in Fraudulent Transaction Recognition	

C.	Neural Network Algorithms in Customer Credit Recognition	
D.	Bayesian algorithm in customer credit identification	
E.	Data generators and how they are used	
V.	Recommendation engines and their precision marketing applications	6
A.	Recommendation engines and their related concepts	
B.	Principles and Implementation of Recommendation Engines	
C.	Personalized Recommendation App	
Total Sessions (Coverage Hours)		32

Summary of UG CPC Topics Covered in this Course:	Hours/Minutes
a. Marketing	18
b. Finance	0
c. Accounting	0
d. Management	4
e. Legal environment of Business	0
f. Economics	0
g. Business Ethics	0
h. Global Dimensions of Business	0
i. Business Communications	0
j. Information System	2
k. Quantitative Techniques and Statistics	8
l. Business Policies	0
m. Comprehensive or Integrating Experience	0
Total Estimated CPC Coverage Hours	32